

EXHIBIT B

**WPDE-TV EMPLOYMENT UNIT
2011 FCC Audit Response**

Table of Contents - Summary Full-Time Hires

07/31/08 - 07/31/09 Period

B-1: Weekend Anchor
B-2: National/Research Analyst
B-3: Morning Anchor

07/31/09 - 07/31/10 Period

B-4: Overnight Producer
B-5: Media Production Specialist
B-6: 7 & 11 pm Producer
B-7: Account Executive Assistant
B-8: Carolina & Company Show Host

B-1: Weekend Anchor

Date of Hire: 9/22/2008

Referral Source of Hiree: Word of Mouth Referral/Other

of Interviewees for position and
referral sources of interviewees

4 Interviewees

Coastal Workforce (1)

Tvjobs.com (1)

Word of Mouth /Other (1)

Word of Mouth/Medialine* (1)

* Interviewee was referred to us by F.N. Magid Assoc. Talent Placement Services, which became aware of the job opening through our recruitment efforts to Medialine.

Victoria Spechko

From: <jobs@tvjobs.com>
To: <vspechko@wpde.com>
Sent: Thursday, July 17, 2008 1:23 PM
Subject: TVJobs.com - Weekend Anchor job posted

JOB POSTING NOTIFICATION FROM TVJOBS

Victoria Spechko,

Your "Weekend Anchor" position was just posted
in the TVJobs.com Database and is now available online...

Station : WPDE
Position: Weekend Anchor
Category: News / Talent - Anchors
Job ID : TVJ#34099559
Posted : 7/17/2008
Expires : 9/16/2008
Status : Registered Employer - Job Posted
Ad Text :

Weekend Anchor

WPDE has an immediate opening for a weekend anchor/reporter. The person we hire will anchor our 6 & 11 newscasts on Saturday and Sunday and report 3 days a week. Our weekend anchor co-produces the newscasts and reports as needed. We're looking for someone with 1-2 years anchor desk experience, someone who brings energy and good journalism skills to work every day, and someone who realizes that the phrase "team player" is more than just something you put in the cover letter. All our reporters must know how to shoot and edit. Please send resume and DVD or VHS tape to:

Victoria J. Spechko
News Director
WPDE
1194 Atlantic Avenue
Conway, SC 29526

Notes:

1. We recommend that you either save or print this page and provide the above Job ID number to an TVJobs administrator in any future correspondence concerning this ad.
2. We recommend that you print this page and include it with your EOE file for this position as confirmation that this job was posted for the above duration at TVJobs.com (<http://www.tvjobs.com>)
3. We will send notification of pending expiration prior to the expiration date to enable you to extend the job, if necessary. Should you need this job extended, e-mail admin@tvjobs.com, supply

7/17/2008

Victoria Spechko

From: "Mark" <mark@medialine.com>
To: <vspechko@wpde.com>
Sent: Thursday, July 17, 2008 2:38 PM
Subject: Fw: EEO Confirmation

Please allow this to serve as confirmation that WPDE listed the following opening on medialine.com 07/17/08

WEEKEND ANCHOR/REPORTER

The listing will run for 30 days unless a specific end date has been specified.

Thanks for using Medialine, and don't forget to visit our free Talent Showcase which features more than 200 clips and resumes of on air types with all different experience levels.

Mark Shilstone
Manager
Medialine

7/17/2008



SOUTH CAROLINA BROADCASTERS ASSOCIATION

Print

Email

Go!

Home

Broadcast Careers

Programs & Services

Membership

Conventions

Awards

NCSA

Educational Foundation

Broadcaster Public Service

AMBER Alert

SC Broadcast History

Reference Library & Links

Calendar of Events

About Us

Submit a Job

Submit this form to the South Carolina Broadcasters Association and your Employment Opportunity will be listed in the **SCBA.net Job Bank**. This service is free of charge to all SCBA members.

Employment Opportunity:

JOB TITLE Weekend Anchor/Reporter

MEDIA

Radio

TV

Administrative

Programming

SELECT DEPARTMENT

Engineering

Promotions

News

Sales

Production

Sports

**Join the SCBA News
& Information E-Mail List!**

**COMPLETE JOB
DESCRIPTION**

WPDE has an immediate opening for a weekend anchor/reporter. Candidate will anchor our 6 & 11 newscasts on Saturday and

**EDUCATION/EXPERIENCE
REQUIRED**

**DEADLINE FOR
APPLICATIONS** 8-23-08

Current NCSA Partners:



Submitted by:

CONTACT NAME Victoria Spechko

TITLE News Director

COMPANY WPDE NewsChannel 15

MAILING ADDRESS 1194 Atlantic Avenue

CITY, STATE, & ZIP Conway, SC 29526

TELEPHONE 843-234-9733
(with area code)

FAX 843-234-9739
(with area code)

EMAIL OR WEB ADDRESS wpde.com

**EQUAL OPPORTUNITY
EMPLOYER?**

(must be checked for job to
be listed)

☒ Yes

Victoria Spechko

From: "Victoria Spechko" <vspechko@wpde.com>
To: "Melanie Motley" <mmotley@scs.org>
Sent: Thursday, July 17, 2008 1:25 PM
Subject: Job Posting for WPDE

Melanie,
Let me know if you are no longer the person we send our ads to!
Thanks,
Victoria

WPDE has an immediate opening for a weekend anchor/reporter. The person we hire will anchor our 6 & 11 newscasts on Saturday and Sunday and report 3 days a week. Our weekend anchor co-produces the newscasts and reports as needed. We're looking for someone with 1-2 years anchor desk experience, someone who brings energy and good journalism skills to work every day, and someone who realizes that the phrase ``team player`` is more than just something you put in the cover letter. All our reporters must know how to shoot and edit. Please send resume and DVD or VHS tape to:

Victoria J. Spechko
News Director
WPDE
1194 Atlantic Avenue
Conway, SC 29526

7/17/2008

Victoria Spechko

From: "Nichole Gore" <hiclass@sccoast.net>
To: "Victoria Spechko" <vspechko@wpde.com>
Sent: Thursday, July 17, 2008 3:46 PM
Subject: Re: Posting for WPDE

Hi Victoria,

I'll get that in next week for you. The total cost will be \$55.20 and that will run in the News & Shopper Tuesday (7/22/08), the Loris Scene Wednesday (7/23/08), and the Horry Independent & Carolina Forest Chronicle Thursday (7/24/08).

Let me know if you need anything else.

Thank you,

Nichole Gore

843-248-6671 x101

fax: 843-248-6024

niclass@sccoast.net

News & Shopper, Loris Scene

Horry Independent,

Carolina Forest Chronicle

— Original Message —

From: Victoria Spechko
To: nichole.gore@sccoast.net
Sent: Thursday, July 17, 2008 2:40 PM
Subject: Posting for WPDE

Nichole,

Here's a posting for WPDE. Thanks!
Victoria

WPDE has an immediate opening for a weekend anchor/reporter. Candidate will anchor our 6 & 11 newscasts on Saturday and Sunday and report 3 days a week. Our weekend anchor co-produces the newscasts and reports as needed. We're looking for someone with 1-2 years anchor desk experience, someone who brings energy and good journalism skills to work every day, and someone who realizes that the phrase "team player" is more than just something you put in the cover letter. All our reporters must know how to shoot and edit. Please send resume and DVD or VHS tape to:

Victoria J. Spechko

News Director

WPDE

1194 Atlantic Avenue

Conway, SC 29526

7/17/2008

Thursday
JULY 24,
2008
THE HORRY
INDEPENDENT
CONWAY, SC
D1

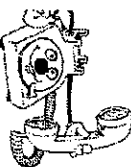
CLASSIFIEDS

4 Lines \$4 PER WEEK 4 Papers

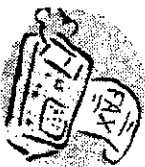
SEE THE LIGHT
Classifieds are a
bright idea
whenever you
need to buy or sell.



ail
@SCCoast.net
ANYTIME



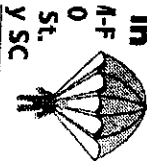
48-6671
ANYTIME



18-6024
ANYTIME



Box 740
SC 29528



in
SC



g on to:
ependent.com

Announcements

100 - 109

101 Adoption

ADOPT

Adopting fulltime Mom,
having successful Dad,
strong values, close knit
extended family awaits
your baby.

Expenses paid.
MIKE & LORI
1-800-880-1507

102 Auction Sales

LAND AUCTION.
Thursday, July 24 at 7PM
- 20.86 Acres divided into
10 Tracts - PRIME
PROPERTY on US HWY
501 in Conway, SC -
Minutes to Myrtle Beach.
Take one tract or own
them all. SALE SITE:
Conway Fireman's
Cabin, 1 Elm Street in
Conway, SC. TERMS:
15% Deposit, 10%
Buyers Premium. Call for
a detailed brochure and
directions. SCAL 282
SHORTT AUCTION
& REALTY CO
800-999-7188
www.shorttauctions.com

WOODY'S AUCTION PARLOR
Hwy 501, SCAL 2396,
www.woodysauctionparlor.com

103 Business Notices

TOP DOLLAR
For Your Scrap Gold,
Diamonds & Estate

CALLIGRAPHY ART

Hand-Lettered Custom
Calligraphy for Special
Occasions Poems on
Parchment Addressing
Envelopes Certificates
Specialized Invitations
Restorative Work
Reasonable Rates

ELEGANT ETCHINGS
843-347-3481, 843-465-
1319

203 Cleaning / Maintenance

PT CLEANING PERSON need-
ed. Honest, dependable, drug-
free. Must have own transporta-
tion. Weekends a must and
some afternoons. 843-756-2380

205 Help Wanted General

4 DAY RECRUIT

Mancan Staffing is now accept-
ing applications for: Hotel Front
Desk Supervisor, Weekend
Night Auditor, Housekeeping,
Inside Cellular Sales,
Accountant w/ Current
Quickbooks exp, Outside Sales
w/ Bachelors, Forklift w/ Lumber
Experience, Lumber Machine
Op, Programmer/Web Designer,
Electronic Tech w/ Soldering,
Schematics, Circuit Boards Exp.
and other misc positions!
Mancan is an Employment
Agency with Many potential
positions available for the right
candidates... Please bring 2
forms of government ID and
your resume to: MANCAN, 305
Laurel St, Conway SC.
Accepting Applications: MON-
DAY JULY 21st through
THURSDAY JULY 24th from
8:30am 11:30am and 1pm to
3:30pm

Employment 200 - 211

201 Business Opportunities

AUTOTRUCK WARRANTIES
for Less, no financial invest-
ment. Free Training. Adds
100,000 miles. 236-7975

HIGH SCHOOL DIPLOMA
Fast Affordable & Accredited
FREE brochure. Call NOW! 1-
800-532-6546 Ext 936
www.conlennediploma.com

INVESTORS NEEDED
for new
Upscale Farmer's
Market

Enter one of the fastest growing
fields in the health & fashion
industries. Prepare to become
an Esthetician at Horry -
Georgetown Technical
College. Learn skin care prac-
tices, facial treatments, makeup
application, hair removal, san-
itation procedures & salon man-
agement practices. Call Donna
Nathaniel-Shirley, 477-2024.
Financial aid available. Register
now. Classes begin 8/25.
AAECOM

**COASTAL BUSINESS
BROKERS**

(Dry Cleaners
(Amusement Boats
(Convenience Store
(Ice Cream Shop
(Car Wash
(Promotional Products
(Glass Company
(2 Restaurants
(Conway Area
(Car Lot
(Breakfast/Lunch
Restaurant
(Tanning Salon
(Gym/Salon
(Restaurant w/land
(Hobby Shop
(Vacuum & Sewing
Machine
(Oceanfront Hotels
(Motorcycle Shop
(Fire & Safety
(Tire & Counter-top
Store
(Optical Lab
(Home Health
(Consignment Shop
w/Post Office
(Bike Week Publication
(Auto Repair Shop
(Lingerie Shop
(Commercial Cleaning
(Plumbing Company
(Bar/Restaurant
(Auto Repair Shop
Call Coastal Business
Brokers
843-448-1090
www.cbpbk.com

STUDENT MINISTRY ASSIS-
TANT. Must be organized &
able to complete a variety of
tasks. This position will assist in
supporting student ministries.
ages infant through high school.
Deadline to apply, Monday,
August 4th. If interested in
applying, please call 843-236-
6201 x201.

VIDEO TECHNOLOG
are seeking a highly c
technically gifted indi
take testimonials from i
al interview & transfo
into Life Changing
Experience in Machin
editing & video capti
must. Deadline to
Monday, August 4th. If
ed in apply/ing, please c
236-6201 x201.

TAXI DRIVERS Need
pay monthly bonuses. I
clean cut. Must be o
Retirees welcome. AL
Dispatchers. 843-458-36
7168

TNT VALET-Parking Al
needed. Must be 21. &
7168

TRUCK DRIVER to Dr
Tower w/ Class A
Experienced or Will Train
0536 after 7pm, 241-1271

Like Working Outdoors?
Like Operating Machinery?
Want to Travel?
Then, Hit the Rails with LORANI!

Railway Maintenance Opportunities
Earnings potential of \$70,000 per year

Discover North America!
You'll be working on the major railways
across North America, helping to operate
and maintain heavy equipment. New
hires can expect to earn a salary between
\$35,000 - \$45,000 per year. As you con-
tinue to advance within the company, your
earnings could reach up to \$70,000
a year. Actual pay will depend on hours worked, positions

**AVON
REPS WANTED!**
No inventory, no quotas.
FREE brochure. Call NOW!
843-602-5501
www.youravon.com/linde
s0807/8

**CONSTRUCTION PROJECT
MANAGEMENT TECHNOLO-**

MOVIE EXTRAS earn in to

B-2: National/Research Analyst

Date of Hire: 3/2/2009

Referral Source of Hiree: Employee resigned

of Interviewees for position and
referral sources of interviewees 1 Interviewee

Word of Mouth/Other

When this position became available, the Unit had very recently laid off an individual who had been employed by the unit for an identical job function. This termination was solely for economic reasons and had nothing to do with job performance. When this position became available, the Unit was eager to fill the position quickly by hiring its former employee who it knew had the requisite expertise for the job position; unique expertise relating to the operations of Barrington and the Unit; and an excellent performance record. As a result of the special circumstances, the Unit did not engage in its usual notification efforts to a wide array of organizations for this position.


<http://www.carolinalive.com/about/about.aspx?id=218967>


DEC 1

3 captures

8 Dec 08 - 18 Feb 09

2008 2


[About Us](#) • [Our Team](#) • [DTV Answers](#) • [Program Schedule](#) • [Better Pee Dee Jobs](#) • [Inaugura](#)
[HOME](#)[NEWS](#)[SPORTS](#)[WEATHER](#)[COMMUNITY](#)[DIRECTORY](#)[ENTERTAINMENT](#)Home : [Jobs At WPDE And WWMB](#)[Search](#)[Our Team](#)[Advertise With Us](#)[Jobs at WPDE](#)[Privacy Policy](#)[Terms of Use](#)

Jobs at WPDE and WWMB

National Sales / Research Analyst

WPDE-ABC and WWMB, Myrtle Beach, SC has an immediate openings for a National Sales / Research Analyst and Entry Level Account Executives. The position requires advance computer literacy, organizational and analytical skills. The position offers a competitive salary, commission and bonus, with a full benefits package. Please send resume to Leigh Vaters, V.P. of Sales at WPDE, 1194 Atlantic Ave., Conway, SC 29526. WPDE is an equal opportunity employer, drug screening prior to employment.

WPDE TV-15 is seeking a Master Control Supervisor

The job is in the Engineering Department. Job duties include but are not limited to the following: Oversee daily operation of Master Control for WPDE TV-15 and WWMB. Candidate will operate all broadcast equipment including transmitters, routers, servers, audio mixers, switchers and run a board shift. Candidate will also make work and satellite recording schedules and insure that operation are in compliance with FCC rules and regulations. Must be able to work under tight deadlines and be able to multi-task duties. Must be able to work weekends, holidays and overtime as needed.


Minimum 2 years experience in Television Master Control required. Windows based computer experience with through knowledge of Sundance automation and Analog and Digital C/Ku satellites required. Electronic experience a plus. Candidate must pass a drug screening and have a valid driver's license.

Send Resumes to: MCO Supervisor WPDE/WWMB 1194 Atlantic Ave Conway, SC 29526

NO PHONE CALLS ACCEPTED

The FCC requires all stations make available their efforts at educating the public regarding the 2009 transition to Digital Television, Posted here are Quarterly reports filed by WPDE NewsChannel 15 and WWMB CW21. [Click here to see the reports](#) WPDE report. WWMB report

It is the policy of WPDE-TV to provide Equal Employment Opportunity to all qualified individuals without regard to their race, national origin, sex, marital status, age or veteran status in all personnel actions, including recruitment, evaluation, selection and promotion compensation, training and termination.

INTERNET ARCHIVE


<http://www.carolinalive.com/about/about.aspx?id=218967>
 Review the CEO Public File Report for WPDE/WWMB.
 CEO Report July 31, 2006 - July 31, 2007
 CEO Report July 31, 2007 - July 31, 2008
 CEO Report July 31, 2008 - July 31, 2009
 (4 Mb in Adobe PDF format - will open in a new window)
 The FCC issued a public notice on April 24, 2008 announcing the release of the latest version of the "Public and Broadcasting" document that tells the public how the FCC regulates broadcast stations and how they can get involved in the regulatory process. The new document can be downloaded by clicking here: [Public and Broadcasting Manual](#)

DEC 1
 3 captures
 8 Dec 18 2008 2


 Advertise with Us

Advertise With Us
[Terms of Use](#) | [Privacy Policy](#) | [Contact Us](#)

B-3

Morning Anchor

Date of Hire:

7/31/2009

Referral Source of Hiree:

Tvjobs.com

of Interviewees for position and
referral sources of interviewees

4 Interviewees

tvjobs.com (4)

Victoria Spechko

From: <jobs@tvjobs.com>
To: <vspechko@wpde.com>
Sent: Thursday, May 07, 2009 10:28 AM
Subject: TVJobs.com - Morning anchor/producer job posted

JOB POSTING NOTIFICATION FROM TVJOBS

Victoria Spechko,

Your "Morning anchor/producer" position was just posted in the TVJobs.com Database and is now available online...

Station : WPDE
Position: Morning anchor/producer
Category: News / Talent - Anchor / Producer
Job ID : TVJ#34108736
Posted : 5/7/2009
Expires : 7/6/2009
Status : Registered Employer - Job Posted
Ad Text :

Morning anchor/producer

WPDE is looking for a morning anchor/producer for our 2-hour long Good Morning Carolinas newscast. We're looking for a dynamic anchor who is also a detail-oriented producer. The right person will be able to juggle both aspects of the job successfully. Candidates who will be considered should have at least 2 years experience anchoring and producing. You will be joining a team of hard working journalists with a passion for serving their community. Anchors are expected to be station and community leaders. Familiarity with AVID, ENPS a plus.

Send DVD and Resume to:
Victoria Spechko
News Director
WPDE
1194 Atlantic Avenue
Conway, SC 29526

Notes:

1. We recommend that you either save or print this page and provide the above Job ID number to an TVJobs administrator in any future correspondence concerning this ad.
2. We recommend that you print this page and include it with your EOE file for this position as confirmation that this job was posted for the above duration at TVJobs.com (<http://www.tvjobs.com>)
3. We will send notification of pending expiration prior to the expiration date to enable you to extend the job, if necessary.

5/7/2009

Victoria Spechko

From: "mark" <mark@medialine.com>
To: <vspechko@wpde.com>
Sent: Thursday, May 07, 2009 10:42 AM
Subject: FW: EEO Confirmation letter

Please allow this to serve as confirmation of receipt of the following job listing(s) from : on

The listing(s) will run for a 30 day period on our national television job listing service (unless you indicated otherwise) and then automatically remove themselves from the system.

If you need further documentation for your EEO files, please feel free to contact us at:

Phone: 800-237-8073

Email:

Fax: 831-6485204

Mailing address: Box 51909, Pacific Grove, CA 93950

Contact: Mark Shilstone, Manager

Thank you for using MediaLine,
Mark Shilstone
Manager
MediaLine

5/7/2009

Home

Broadcast Careers

Programs & Services

Membership

Conventions

Awards

NCSA

Educational Foundation

Broadcaster Public Service

AMBER Alert

SC Broadcast History

Reference Library & Links

Calendar of Events

About Us

Submit a Job

Submit this form to the South Carolina Broadcasters Association and your Employment Opportunity will be listed in the **SCBA.net Job Bank**. This service is free of charge to all SCBA members.

JOB TITLE Morning News Anchor

MEDIA

Radio

TV

Administrative

Programming

SELECT DEPARTMENT

Engineering

Promotions

News

Sales

Production

Sports

COMPLETE JOB DESCRIPTION

WPDE is accepting applications for the position of news anchor for our morning newscasts. The person we hire will co-

EDUCATION/EXPERIENCE REQUIRED

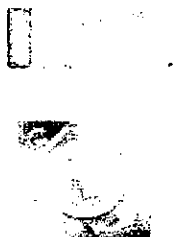
With the particulars out of the way, here's who we're looking for: Someone with at least two years experience on the anchor desk, someone

DEADLINE FOR APPLICATIONS

until position filled

Join the SCBA News & Information E-Mail List!

Current NCSA Partners:



CONTACT NAME Victoria J. Spechko

TITLE News Director

COMPANY WPDE

MAILING ADDRESS 1194 Atlantic Avenue

CITY, STATE, & ZIP Conway, SC 29526

TELEPHONE (with area code) 843-234-9733 x212

FAX (with area code) 843-234-9739

EMAIL OR WEB ADDRESS wpde.com

EQUAL OPPORTUNITY EMPLOYER?
(must be checked for job to be listed)

Yes

SOUTH CAROLINA DEPARTMENT OF EMPLOYMENT AND WORKFORCE
1558 West Evans Street Florence, SC 29501
EMAIL: florenceonestop@dew.sc.gov

*Formerly: DHEC
Employment & Training Supervisor
1558 West Evans Street
Florence, SC 29501*

FAX (843) 679-3955

PHONE (843) 669-4271 (111)

Contact Person: Victoria Spechko Job Site Location Conway, SC

Company Name: WPDE NewsChannel 15

Address: 1194 Atlantic Avenue Conway, SC 29526

Telephone #: 843-234-9733 Fax #: 843-234-9739 E-mail address: vspechko@wpde.com

Job Title of Vacant Position: Morning Anchor/Producer

Number of Openings: 1 full time

Normal Days and Hours of Work: M-F 11pm-7am

Minimum Experience Required: 1-2 years

Minimum Education Required: degree in related field

Drivers License Required: Yes

Drug Testing by Employer: Yes

Proficiency (typing) Testing by Job Service Required: No

Starting Salary: disclosed at interview

Benefits: medical insurance, sick leave, vacation, retirement

Specific Requirements & Description of Job Duties:

WPDE has an immediate opening for a dynamic anchor, who is also a detail oriented producer. The person who joins our team will work overnight to produce our two hour morning newscast, *Good Morning Carolinas*, and anchor alongside our current morning anchor/reporter. This is not an entry level position. We're looking for candidates with at least two years on-air journalism experience. Experience producing is not required, but a plus. You will be joining a team of hard working journalists with a passion for serving their community. Anchors are expected to be station and community leaders. We're looking for a high energy person with a passion for morning news.

Method applicants should use to apply (resume, call for appointment, apply in person, etc).

Email resume to: vspechko@wpde.com or send to: 1194 Atlantic Avenue, Conway, SC 29526

Closing Date until filled

Under Affirmative Action Compliance: Yes Federal Contractor: no

****Please contact us if you hire an applicant, close the job order, etc. If you have not contacted us within a few days, we will contact you to follow-up on the job order and applicants referred. Thank you.***

B-4

Overnight Producer

Date of Hire:

9/21/2009

Referral Source of Hiree:

Tvjobs.com

of Interviewees for position and
referral sources of interviewees

4 Interviewees

wpde.com (1)

medialine.com (1)

word of mouth (1)

Tvjobs.com (1)

Ben Brotherton

From: "Ben Brotherton" <ben@wpde.com>
To: <markch@tvjobs.com>; <karen@scba.net>; <rprice@wpde.com>; <scrutchfield@dew.sc.gov>
Sent: Monday, July 13, 2009 3:23 PM
Attach: Media Production Specialist.doc
Subject: Job Posting

Please post this job listing for me.

Thanks,

Ben Brotherton
Media Operations Manager
WPDE-TV (ABC) & WWMB-TV(CW)
(843) 615-7907

7/13/2009

Robbie Bischoff

From: "Blaine Holland" <bholland@wpde.com>
Date: Monday, August 17, 2009 6:02 PM
To: "Robbie Bischoff" <Rbischoff@wpde.com>
Subject: Re: Hotel for Thursday Night
confirmation is
61981876

----- Original Message -----

From: Robbie Bischoff
To: Blaine Holland
Sent: Monday, August 17, 2009 5:31 PM
Subject: Hotel for Thursday Night

Hi Blaine,

Our candidate's name is Shawn Lynn and he will be staying Thursday night.

Thanks
Robbie

5/2/2011

B-5

Media Production Specialist

Date of Hire:

11/2/2009

Referral Source of Hiree:

wpde.com

of Interviewees for position and
referral sources of interviewees

3 Interviewees

tvjobs.com (1)

Coastal Workforce (1)

wpde.com (1)

When this position became available, the Unit advertised the position through a broad array of organizations in August 2009. This outreach did not produce any satisfactory candidate, and the Unit employed a paid intern from Pembroke University to perform many of the job responsibilities on a temporary basis pending the conclusion of its recruitment efforts. Eventually, the Unit hired the paid intern on a full time basis. Enclosed is documentation relating to the outreach we did in July 2009.

Victoria Spechko

From: <jobs@tvjobs.com>
To: <vspechko@wpde.com>
Sent: Monday, June 01, 2009 9:44 AM
Subject: TVJobs.com - Overnight Producer job posted

JOB POSTING NOTIFICATION FROM TVJOBS

Victoria Spechko,

Your "Overnight Producer" position was just posted
in the TVJobs.com Database and is now available online...

Station : WPDE
Position: Overnight Producer
Category: News - Producers
Job ID : TVJ#34109476
Posted : 6/1/2009
Expires : 7/1/2009
Status : Registered Employer - Job Posted
Ad Text :

Overnight Producer

WPDE has an immediate opening for an overnight producer/editor/reporter/fill in anchor. We are looking for a true multi-media journalist to fill this position. If hired, your primary responsibility would be to produce our 2 hour morning show. Non-linear editing skills are a must. We also need someone who can shoot and report. And if you have experience on the anchor desk, there's an opportunity for that as well. The person who fills this position will be asked to do it all, including reporting online. We are hoping to fill the position in the next few weeks, so send your resume, cover letter, and DVD of reporting/anchor asap!

Victoria Spechko
News Director
WPDE NewsChannel 15
1194 Atlantic Avenue
Conway, SC 29526

Notes:

1. We recommend that you either save or print this page and provide the above Job ID number to an TVJobs administrator in any future correspondence concerning this ad.
2. We recommend that you print this page and include it with your EOE file for this position as confirmation that this job was posted for the above duration at TVJobs.com (<http://www.tvjobs.com>)
3. We will send notification of pending expiration prior to the expiration date to enable you to extend the job, if necessary.

6/1/2009

Victoria Spechko

From: "mark" <mark@medialine.com>
To: <vspechko@wpde.com>
Sent: Monday, June 01, 2009 11:13 AM
Subject: FW: MediaLine's free TALENT SHOWCASE

Greetings!

Your station has recently listed an on air position with MediaLine. We wanted to remind you that you can visit our TALENT SHOWCASE at www.medialine.com and review resumes and video clips of hundreds of anchors, reporters, sportscasters and weathercasters AT NO COST TO YOU.

Just visit our website and click on the TALENT icon at the top of the page. Then click where it says ENTER TALENT SHOWCASE. If you have an interest in any of the candidates you see, their contact information is provided.

The TALENT SHOWCASE features candidates with varying ranges of experience, from entry level to twenty five years. Take advantage of the search criteria and narrow your search by gender, years experience etc etc.

Check out the TALENT SHOWCASE. It's an invaluable source for finding on-air talent AND IT'S FREE!

Thanks for your time and consideration,
Mark Shilstone
Manager
MediaLine

6/1/2009

[Home](#)[Broadcast Careers](#)[Programs & Services](#)[Membership](#)[Conventions](#)[Awards](#)[NCSA](#)[Educational Foundation](#)[Broadcaster Public Service](#)[AMBER Alert](#)[SC Broadcast History](#)[Reference Library & Links](#)[Calendar of Events](#)[About Us](#)

Submit a Job

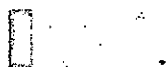
Submit this form to the South Carolina Broadcasters Association and your Employment Opportunity will be listed in the **SCBA.net Job Bank**. This service is free of charge to all SCBA members.

JOB TITLE Overnight Producer**MEDIA** Radio
TV

Administrative Programming

SELECT DEPARTMENT Engineering Promotions
News Sales
Production Sports**COMPLETE JOB DESCRIPTION**

WPDE has an immediate opening for an overnight producer editor/reporter/fill in anchor. We are looking for a true multi-media journalist to fill this

EDUCATION/EXPERIENCE REQUIRED**DEADLINE FOR APPLICATIONS** Until filled**Current NCSA Partners:****CONTACT NAME** Victoria Spechko**TITLE** News Director**COMPANY** WPDE NewsChannel 15**MAILING ADDRESS** 1194 Atlantic Avenue**CITY, STATE, & ZIP** Conway, SC 29526**TELEPHONE** 843-234-9733
(with area code)**FAX** 843-234-9739
(with area code)**EMAIL OR WEB ADDRESS** wpde.com**EQUAL OPPORTUNITY EMPLOYER?**

(must be checked for job to be listed) Yes

Victoria Spechko

From: "Victoria Spechko" <vspechko@wpde.com>
To: "Melanie Motley" <mmotley@sces.org>
Sent: Monday, June 01, 2009 9:44 AM
Subject: Job Posting for WPDE

Melanie,

Please post this Overnight Producer position.

WPDE has an immediate opening for an overnight producer/editor/reporter fill in anchor. We are looking for a true multi-media journalist to fill this position. If hired, your primary responsibility would be to produce our 2 hour morning show. Non-linear editing skills are a must. We also need someone who can shoot and report. And if you have experience on the anchor desk, there's an opportunity for that as well. The person who fills this position will be asked to do it all, including reporting online. We are hoping to fill the position in the next few weeks, so send your resume, cover letter, and DVD of reporting/anchor asap!

Victoria Spechko
News Director
WPDE NewChannel 15
1194 Atlantic Avenue
Conway SC 29526

6/1/2009

B-6

7 & 11pm Producer

Date of Hire:

11/9/2009

Referral Source of Hiree:

Word of Mouth

of Interviewees for position and
referral sources of interviewees

3 Interviewees

medialine (1)

tvjobs.com (1)

Word of Mouth (1)

Victoria Spechko

From: "Victoria Spechko" <vspechko@wpde.com>
To: <markch@tvjobs.com>; <karen@scba.net>; <mark@medialine.com>; <scrutchfield@dew.sc.gov>
Sent: Thursday, September 24, 2009 2:31 PM
Subject: Job Posting for WPDE

To Whom It May Concern:

WPDE NewsChannel 15 has an immediate opening for a Nightside Producer. We're looking for someone with at least 2 years experience producing a TV newscast. The person who fills the position will produce the market's first and only 7pm newscast, as well as the 11pm newscast. The Nightside Producer works with our Executive Producer to carry out policies and procedures, mentor less experienced staff members, and maintain the standard of journalism excellence we've set for our department. Only candidates with experience producing a newscast at a commercial television station need apply. To apply, please send resume, DVD and/or samples of work and references to:

Victoria Spechko
News Director
WPDE NewChannel 15
1194 Atlantic Avenue
Conway, SC 29526

9/24/2009

Victoria Spechko

From: <jobs@tvjobs.com>
To: <vspechko@wpde.com>
Sent: Thursday, September 24, 2009 3:20 PM
Subject: TVJobs.com - 7/11pm Producer job posted

JOB POSTING NOTIFICATION FROM TVJOBS

Victoria Spechko,

Your "7/11pm Producer" position was just posted
in the TVJobs.com Database and is now available online...

Station : WPDE
Position: 7/11pm Producer
Category: News - Producers
Job ID : TVJ#34113765
Posted : 9/24/2009
Expires : 11/23/2009
Status : Registered Employer - Job Posted
Ad Text :

7/11pm Producer

WPDE NewsChannel 15 has an immediate opening for a Nightside Producer. We're looking for someone with at least 2 years experience producing a TV newscast. The person who fills the position will produce the market's 1st and only 7pm newscast, as well as the 11pm newscast. The Nightside Producer works with our Executive Producer to carry out policies and procedures, mentor less experienced staff members, and maintain the standard of journalism excellence we've set for our department. Only candidates with experience producing a newscast at a commercial television station need apply. To apply, please send resume, DVD and/or examples of work, and references to:

Johnny Green
Executive Producer
WPDE NewsChannel 15
1194 Atlantic Avenue
Conway, SC 29526

Notes:

1. We recommend that you either save or print this page and provide the above Job ID number to an TVJobs administrator in any future correspondence concerning this ad.
2. We recommend that you print this page and include it with your EOE file for this position as confirmation that this job was posted for the above duration at TVJobs.com (<http://www.tvjobs.com>)
3. We will send notification of pending expiration prior to the expiration date to enable you to extend the job, if necessary. Should you need this job extended, e-mail admin@tvjobs.com, supply

9/24/2009

Victoria Spechko

From: "mark" <mark@medialine.com>
To: <vspechko@wpde.com>
Sent: Thursday, September 24, 2009 3:27 PM
Subject: FW: EEO Confirmation letter

Please allow this to serve as confirmation of receipt of the following job listing(s) from : WPDE on 09/24/2009

/ AND 11PM PRODUCER

The listing(s) will run for a 30 day period on our national television job listing service (unless you indicated otherwise) and then automatically remove themselves from the system.

If you need further documentation for your EEO files, please feel free to contact us at:

Phone:800-237-8073

Email:medialine@medialine.com

Fax:831-6485204

Mailing address:Box 51909, Pacific Grove, CA 93950

Contact:Mark Shilstone, Manager

Thank you for using MediaLine,
Mark Shilstone
Manager
MediaLine

9/24/2009

B-7

Account Executive Assistant

Date of Hire:

6/14/2010

Referral Source of Hire:

of Interviewees for position and
referral sources of interviewees

wpde.com

7 Interviewees

Coastal Workforce (5)

wpde.com (2)

linda revel

From: "TI" <ti@wpde.com>
To: "Yvonne Lasane" <yvonne@coastal.edu>; "Tom Brown" <tbrown@sccoast.net>; "Rob Price" <rprice@wpde.com>; "NAB" <nab@nab.org>; "Mark Shilstone" <mark@medialine.com>; "Mark Halloway" <markch@tvjobs.com>; "Karen Rutherford" <rutherfordk@benedict.edu>; "Karen Nettles" <karen@scba.net>; "Glen Hellenga" <ghelleng@tctc.edu>; "Dollie Newhouse" <dnewhouse@fmarion.edu>; "Corin" <florence@scs.org>; "Susan Crutchfield" <scrutchfield@dew.sc.gov>
Sent: Tuesday, April 13, 2010 10:15 AM
Attach: WPDE Sales Assistant Job Posting.doc
Subject: Sales Position Opening

Send resumes to:

Jennifer Nugent
1194 Atlantic Avenue
Conway, SC 29526

843-234-9733 x276

7/7/2010

B-8

Carolina & Company Show Host

Date of Hire:

7/12/2010

Referral Source of Hire:
of Interviewees for position and
referral sources of interviewees

Word of Mouth/Other
1 Interviewee

Word of Mouth/Other (1)

The Unit hired a local, on-air personality for the specific purpose of creating a daily talk show based on a particular local, on-air personality, who had been working at a competing station in the market for 40 years and was well known among viewers and advertisers in the market. The position only existed to the extent that it would be filled by this specific individual. Given these unique and special circumstances, the Unit did not engage in its usual notification efforts to a wide array of organizations.

EXHIBIT C

**WPDE-TV EMPLOYMENT UNIT
2011 FCC Audit Response**

**1.
Supplemental Outreach Initiatives
07/31/08 - 07/31/09**

C-1

Participating in events sponsored by community organizations interested in broadcast employment issues (FCC Menu #1/4).

- News Director Victoria Spechko participated in the SCBA Job Fair, Columbia, SC. (4/14/2009)
- Chief Meteriologist Ed Piotrowski spoke at Leadership Summit in Beach Church, Myrtle Beach (8/8/08)
- Anchor Sharon Greene spoke at Myrtle Beach HS for Career Development Month (11/25/08)
- Tim McGinnis spoke at Career Development event at Forestbrook Middle School. (3/24/09).



SOUTH CAROLINA BROADCASTERS ASSOCIATION

April 14, 2009

Ms. Victoria Spechko
WPDE-TV
1194 Atlantic Ave.
Conway, SC 29526

Dear Victoria:

Thank you so much for your station's participation in the SCBA Job Fair, April 7, 2009 in Columbia. This year's event was a great success due to the strong support from our member stations. Over 100 radio and television stations were represented and over 150 broadcasting students from all across the state actually attended.

The event provided students a unique and valuable opportunity to learn first hand about career options in the broadcasting industry in SC. By having your management, human resources and other hiring personnel on hand, students were able to receive counsel, submit their resumes, network and gain information about your station.

We hope the Job Fair was beneficial to your company's recruiting efforts and we appreciate your participation in supporting the next generation of SC broadcasters.

Sincerely,

Karen Nettles
Executive Assistant

Linda Revel

From: "Allyson Floyd" <allyson@wpde.com>
To: "Linda Revel" <lrevel@wpde.com>; "mark olson" <molson@wpde.com>
Sent: Thursday, October 02, 2008 10:10 PM
Subject: 3rd Quarter 2008 Ascertainment

Ascertainment for news department for July, August, September 2008

JULY

04 Allyson, Ed, Jim, Kristin, Stef, and Cam in Murrells Inlet Boat Parade
05 Ed at Remax Ballon Launch for CMN Tabor City
12 Ed in Alzheimers Golf Tournament Surfside Beach
14 Ed gave Habitat for Humanity Speech Myrtle Beach
16 Ed gave Wachesaw Plantation HOA Speech Murrells Inlet
22 Ed in Promiseland golf tournament Myrtle Beach
26 Ed in CASA Golf tournament Myrtle Beach
28 Ed in Kidney Foundation of SC golf tournament MC Myrtle Beach

AUGUST

04 Ed at Cutie Pie Reception Conway
08 Ed spoke at Leadership Summit - Beach Church Myrtle Beach
12 Ed was Florence School Dist. 1 Convocation MC Florence
13 Ed gave Step Ahead Child Development Speech Conway
14 Ed gave Children's Museum Speech Myrtle Beach
20 Ed gave Carolina Forest AM Rotary Speech Carolina Forest
23 Ed in International Christian Golf Tournament Myrtle Beach
27 Allyson, Ed, Jim celebrity servers at Carrabbas in Myrtle Beach for YMCA
27 Ed made Bark in the Park Appearance for Dog House Myrtle Beach
30 Ed was MC MDA Mini Golf tournament Myrtle Beach
30 Allyson, Kristen, Ed, Sharon in booth for Beach Boogie BBQ in Myrtle Beach
31 Ed was Tidewater Golf Fest MC Little River

SEPTEMBER

01 Ed in Sun Tidewater Charity Golf tourn. Little River
07 Ed was Sun Italian Festival judge Myrtle Beach
09 Ed gave Tue Georgetown Library Speech Georgetown
10 Ed gave Wed Lions Club Speech Florence
17 Ed in Wed Arnold Pool Charity Golf Tourn. Conway
18 Ed gave MB Kiwanis Breakfast Speech Myrtle Beach
25 Ed made Coastal business Mag. appearance Myrtle Beach
29 Allyson, Amanda, Kristen, Sharon, Ed at Hurricane Ike relief drive in Myrtle Beach
30 Ed gave HGTC speech Conway
30 Darren spoke to NMB Christian Academy
30 Allyson at Elected and Appointed Women's Luncheon

10/3/2008

10/31 Joel Allen with special report at 7pm on Drunken Jack

November Appearances

01 Ed in Lou Krieger Golf Tournament in Murrells Inlet
01 Ed made Miracle League Appearance Myrtle Beach
03 Ed gave MB Rotary Speech Myrtle Beach
04 Ed gave Spring Hill Middle Speech Laurinburg
06 Ed gave Royal Elem. Speech Florence
08 Ed and Jim were Walk for the Animals MC Myrtle Beach
08 Allyson was word pronouncer for spelling bee at Delmae Elem in Florence
09 Ed gave POW/MIA dedication speech Murrells Inlet
13 Ed gave speech at Wallace-Gregg Elem. Myrtle Beach
14 Ed judged Ocean Bays Talent Show Myrtle Beach
15 Darren was BBQ judge at Horry County Fairgrounds in Loris
15 Ed judged Murrells Inlet Oyster Roast Murrells Inlet
18 Ed gave MBHS Speech Myrtle Beach
19 Ed gave speech at Risen Christ Lutheran Sch. North Myrtle Beach
20 Ed gave MB Elementary Speech Myrtle Beach
20 Darren emceed Martins Golf and Tennis Fashion show in Myrtle Beach
22 Ed was Broadway Tree Lighting MC Myrtle Beach
22 Allyson and Graeme emceed Dancing with the Horry County Stars in Myrtle Beach
24 Ed gave Hartsville HS Speech Hartsville
25 Sharon was Career Development Month Speaker at Myrtle Beach High School
26 Ed gave MB Intermediate Speech Myrtle Beach

In every newscast during the month of November, we ran a different story about saving money in unusual but easy ways. Called the 30 Days of Savings reports

11/6 at 11pm...Lindsay Tyner special report on Hot Jobs. What are the best careers to go into these days where you can find work.

11/13 at 7pm..Tonya Brown introduces us to a man recently out of work and follows him as he tries to find a job

11/20 at 11pm..Lindsay Tyner special report on Hot Jobs 2.. How to be the best candidate for the job.

11/11 at 7pm...Sharon Greene special report on Veterans Day

Main Identity

From: "Allyson Floyd" <allyson@wpde.com>
To: "Billy Huggins" <whuggins@wpde.com>; "mark olson" <molson@wpde.com>
Sent: Friday, April 03, 2009 3:59 PM
Subject: 1st Quarter 2009 Ascertainment

1st Quarter 2009 Ascertainment for News Department

January 2009

08 Ed gave Red Cross Heroes Speech for public Myrtle Beach
 09 Ed gave Chicora Rotary Speech Myrtle Beach
 13 Ed spoke at Carolina Forest Elementary Myrtle Beach
 20 Ed gave Georgetown Rotary Speech Georgetown
 21 Ed gave K-Kids Speech North Myrtle Beach
 24 Ed was emcee of Conway Medical Center Winter Gala Conway
 27 Ed gave Speech at Learning Tree Day School Surfside Beach
 30 Ed gave MB Morning rotary speech Myrtle Beach
 31 Ed was Polar Plunge emcee - Myrtle Beach

February 2009

04 Ed was in Christian Academy Golf Tournament Myrtle Beach
 07 Ed did Grand Strand Health Fair meet and greet Myrtle Beach
 07 Ed gave Kidz Time Festival Speech Myrtle Beach
 10 Ed gave Margaritaville speech Myrtle Beach
 13 Ed was Block Kids Contest Judge Socastee
 18 Darren made Forestbrook Middle School speech Myrtle Beach
 20 Darren gave station tour for Bridgewater Academy
 26 Allyson, Ed, Tim, Kristen part of Red Cross Heros Campaign Luncheon in Myrtle Beach

March 2009

02 Ed gave Holy Lamb Child Development Speech Socastee
 03 Ed gave Senior Scholars speech Georgetown
 06 Darren in Caravelle Cup Golf Tournament Myrtle Beach
 07 Darren in Caravelle Cup golf Tournament in Myrtle Beach
 07 Darren emceed 1st Tee of Myrtle Beach Awards banquet
 07 Tim and Ed judged National Anthem auditions at Coastal Federal Field Myrtle Beach
 07 Tim and Allyson presenters at ICE awards in Myrtle Beach
 10 Ed and Allyson Florence Co Disabilities Foundation Celebrity BBQ servers Scranton
 10 Rich hosted WPDE Hoop Zone banquet in Myrtle Beach
 12 Ed did Creek Rats Live Shot for March of Dimes Florence
 13 Allyson emceed Senior Life Expo in Florence
 13 Ed gave Wachesaw Plantation Golf Assoc. Speech Murrells Inlet
 13 Darren gave station tour for Aynor Elementary students
 13 Darren read book to class at Socastee Elementary
 14 Allyson emceed Senior Life Expo in Florence
 14 Ed in St Pattys Day Parade North Myrtle Beach
 16 Ed emceed Limos for Learning Georgetown
 19 Rich emceed Carolinas Classic All Star Banquet in Myrtle Beach
 20 Rich emceed Carolinas Classic slam dunk/3 pt shootout contest in Myrtle Beach
 20 Darren gave station tour for Aynor Elementary students
 21 Rich emceed Carolinas Classic All Star Games in Myrtle Beach
 21 Ed was Taste of the Coast judge North Myrtle Beach
 22 Ed emceed Red Cross event "love Boat" Litchfield Beach
 24 Tim spoke for Career Development to students at Forestbrook Middle in Myrtle Beach
 25 Ed was SC Emergency Preparedness Conference Speaker Myrtle Beach
 25 Allyson and Darren gave station to St Pauls Episcopal Day school Conway
 27 Ed gave North Myrtle Beach Elem. Speech
 28 Ed made Street Reach Appearance Myrtle Beach
 29 Ed made Grand Strand Miracle Opening Day appearance Myrtle Beach
 31 Ed emceed Red Cross Event all day at Gordon Biersch Myrtle Beach

Internet Programs Designed to Promote Outreach Generally. (FCC Menu # 10,16). Chief Meteorologist Ed Piotrowski and others spoke at a number of different community events to disseminate information as to employment opportunities in broadcasting, including the following:

- 8/12/08 - Florence School District 1 Convocation MC
Florence, SC
- 8/13/08 - Step Ahead Child Development Speech in Conway
- 8/14/08 - Children's Museum Speech Myrtle Beach
- 8/20/08 - Carolina Forest AM Rotary Speech Carolina Forest
- 9/9/08 - Georgetown Library speech Georgetown, SC
- 9/10/08 - Lion's Club speech Florence, SC
- 9/18/08 - MB Kiwanis Breakfast speech Myrtle Beach, SC
- 9/30/08 - HGTC speech Conway, SC
- 9/30/08 - NMB Christian Academy
- 10/15/08 - Christian Academy Myrtle Beach, SC
- 10/16/08 - Myrtle Beach High School students
- 10/22/08 - Socastee Home Schoolers Socastee, SC
- 10/28/08 - Poyner School Florence, SC
- 10/31/08 - Marion HS Geography Class Marion, SC
- 11/03/08 - MB Rotary Club Myrtle Beach, SC
- 11/18/08 - MBHS Myrtle Beach, SC
- 11/19/08 - Risen Christ Lutheran School North Myrtle Beach
- 11/24/08 - Hartsville HS Hartsville, SC
- 11/26/08 - MB Intermediate Myrtle Beach, SC
- 12/4/08 - Georgetown Rotary Georgetown, SC

- 3/3/09 - Ed gave Senior Scholars speech Georgetown, SC
- 3/10/09 - Hoop Zone banquet Myrtle Beach, SC
- 4/21/09 - 1st Presbyterian Growing Tree Myrtle Beach, SC
- 4/28/09 - Limos for Learning Speech NMB
- 4/30/09 - Johnsonville HS Career Day Johnsonville, SC
- 5/01/09 - Limos for Learning Speech Surfside Beach, SC
- 5/19/09 - NARFE Speech Litchfield Beach, SC

Linda Revel

From: "Allyson Floyd" <allyson@wpde.com>
To: "Linda Revel" <lrevel@wpde.com>; "mark olson" <molson@wpde.com>
Sent: Thursday, October 02, 2008 10:10 PM
Subject: 3rd Quarter 2008 Ascertainment

Ascertainment for news department for July, August, September 2008

JULY

04 Allyson, Ed, Jim, Kristin, Stef, and Cam in Murrells Inlet Boat Parade
 05 Ed at Remax Ballon Launch for CMN Tabor City
 12 Ed in Alzheimers Golf Tournament Surfside Beach
 14 Ed gave Habitat for Humanity Speech Myrtle Beach
 16 Ed gave Wachesaw Plantation HOA Speech Murrells Inlet
 22 Ed in Promiseland golf tournament Myrtle Beach
 26 Ed in CASA Golf tournament Myrtle Beach
 28 Ed in Kidney Foundation of SC golf tournament MC Myrtle Beach

AUGUST

04 Ed at Cutie Pie Reception Conway
 08 Ed spoke at Leadership Summit - Beach Church Myrtle Beach
 12 Ed was Florence School Dist. 1 Convocation MC Florence
 13 Ed gave Step Ahead Child Development Speech Conway
 14 Ed gave Children's Museum Speech Myrtle Beach
 20 Ed gave Carolina Forest AM Rotary Speech Carolina Forest
 23 Ed in International Christian Golf Tournament Myrtle Beach
 27 Allyson, Ed, Jim celebrity servers at Carrabbas in Myrtle Beach for YMCA
 27 Ed made Bark in the Park Appearance for Dog House Myrtle Beach
 30 Ed was MC MDA Mini Golf tournament Myrtle Beach
 30 Allyson, Kristen, Ed, Sharon in booth for Beach Boogie BBQ in Myrtle Beach
 31 Ed was Tidewater Golf Fest MC Little River

SEPTEMBER

01 Ed in Sun Tidewater Charity Golf tourn. Little River
 07 Ed was Sun Italian Festival judge Myrtle Beach
 09 Ed gave Tue Georgetown Library Speech Georgetown
 10 Ed gave Wed Lions Club Speech Florence
 17 Ed in Wed Arnold Pool Charity Golf Tourn. Conway
 18 Ed gave MB Kiwanis Breakfast Speech Myrtle Beach
 25 Ed made Coastal business Mag. appearance Myrtle Beach
 29 Allyson, Amanda, Kristen, Sharon, Ed at Hurricane Ike relief drive in Myrtle Beach
 30 Ed gave HGTC speech Conway
 30 Darren spoke to NMB Christian Academy
 30 Allyson at Elected and Appointed Women's Luncheon

10/3/2008

10/31 Joel Allen with special report at 7pm on Drunken Jack

November Appearances

01 Ed in Lou Krieger Golf Tournament in Murrells Inlet
01 Ed made Miracle League Appearance Myrtle Beach
03 Ed gave MB Rotary Speech Myrtle Beach
04 Ed gave Spring Hill Middle Speech Laurinburg
06 Ed gave Royal Elem. Speech Florence
08 Ed and Jim were Walk for the Animals MC Myrtle Beach
08 Allyson was word pronouncer for spelling bee at Delmae Elem in Florence
09 Ed gave POW/MIA dedication speech Murrells Inlet
13 Ed gave speech at Wallace-Gregg Elem. Myrtle Beach
14 Ed judged Ocean Bays Talent Show Myrtle Beach
15 Darren was BBQ judge at Horry County Fairgrounds in Loris
15 Ed judged Murrells Inlet Oyster Roast Murrells Inlet
18 Ed gave MBHS Speech Myrtle Beach
19 Ed gave speech at Risen Christ Lutheran Sch. North Myrtle Beach
20 Ed gave MB Elementary Speech Myrtle Beach
20 Darren emceed Martins Golf and Tennis Fashion show in Myrtle Beach
22 Ed was Broadway Tree Lighting MC Myrtle Beach
22 Allyson and Graeme emceed Dancing with the Horry County Stars in Myrtle Beach
24 Ed gave Hartsville HS Speech Hartsville
25 Sharon was Career Development Month Speaker at Myrtle Beach High School
26 Ed gave MB Intermediate Speech Myrtle Beach

In every newscast during the month of November, we ran a different story about saving money in unusual but easy ways. Called the 30 Days of Savings reports

11/6 at 11pm...Lindsay Tyner special report on Hot Jobs. What are the best careers to go into these days where you can find work.

11/13 at 7pm..Tonya Brown introduces us to a man recently out of work and follows him as he tries to find a job

11/20 at 11pm..Lindsay Tyner special report on Hot Jobs 2.. How to be the best candidate for the job.

11/11 at 7pm...Sharon Greene special report on Veterans Day

introducing us to some vets and showing how they've impacted all of our lives.

11/26 at 11pm... Lindsay Tyner special report Survival Story. Woman shot in the head by a robber and left for dead

11/10 at 6pm...Kristen Van Dyke special report on Earthquakes...how common they are here and what you should do if we have one.

11/17 at 6pm.. Kristen Van Dyke special report on Tsunamis...how likely one is here, what it would do, and how to react

11/24 at 6pm..Kristen Van Dyke special report on Winter Storms... A look back at the ones we've had and what caused them.

December Appearances

03 Ed spoke at Loris Elementary Loris

04 Ed spoke at Georgetown Rotary Georgetown

06 Mola, Amanda, and Joel in the Myrtle Beach Christmas Parade

06 Kristen, Ed, and Victoria in the Georgetown Parade

06 Tonya in the Mullins parade

06 Tonya in the Marion parade

06 Darren and Ed in the North Myrtle Beach Parade

07 Allyson and Jessica in the Darlington parade

07 Jim, Ed, Victoria, and Stephanie in the Murrells Inlet Parade

09 Ed gave 1st Presbyterian Tour Conway

13 Allyson, Jim, Stephanie, Ed, Cam, Darren, Joel, Mola in the Conway Parade

13 Allyson, Jim, Kristen, Cam, Angie, Jaimie, Victoria in the Surfside Beach Parade

14 Tonya, Johnny, and Jessica in the Johnsonville parade

18 Ed spoke at Kiwanis Christmas Party Conway

20 Allyson, Tonya, and Mola in the Florence Christmas Parade

All month we accepted toys at our Florence and Conway studios for Toys for Tots

12/11 Held the End Zone Banquet where NewsChannel 15 Sports presented the Zoneman trophy and honored area high school football players

12/16 NewsChannel 15 live at Krispy Kreme Grand Strand Locations collecting toys for Toys for Tots Drive. 6am-7pm

12/17 NewsChannel 15 and American Red Cross held blood drives at Coastal Grand Mall in Myrtle Beach and Magnolia

Mall in Florence from 11am-7pm.
12/18 NewsChannel 15 and Ripleys Aquarium accepted toys for
Toys for Tots Drive

Main Identity

From: "Allyson Floyd" <allyson@wpde.com>
To: "Billy Huggins" <whuggins@wpde.com>; "mark olson" <molson@wpde.com>
Sent: Friday, April 03, 2009 3:59 PM
Subject: 1st Quarter 2009 Ascertainment

1st Quarter 2009 Ascertainment for News Department

January 2009

08 Ed gave Red Cross Heroes Speech for public Myrtle Beach
 09 Ed gave Chicora Rotary Speech Myrtle Beach
 13 Ed spoke at Carolina Forest Elementary Myrtle Beach
 20 Ed gave Georgetown Rotary Speech Georgetown
 21 Ed gave K-Kids Speech North Myrtle Beach
 24 Ed was emcee of Conway Medical Center Winter Gala Conway
 27 Ed gave Speech at Learning Tree Day School Surfside Beach
 30 Ed gave MB Morning rotary speech Myrtle Beach
 31 Ed was Polar Plunge emcee - Myrtle Beach

February 2009

04 Ed was in Christian Academy Golf Tournament Myrtle Beach
 07 Ed did Grand Strand Health Fair meet and greet Myrtle Beach
 07 Ed gave Kidz Time Festival Speech Myrtle Beach
 10 Ed gave Margaritaville speech Myrtle Beach
 13 Ed was Block Kids Contest Judge Socastee
 18 Darren made Forestbrook Middle School speech Myrtle Beach
 20 Darren gave station tour for Bridgewater Academy
 26 Allyson, Ed, Tim, Kristen part of Red Cross Heros Campaign Luncheon in Myrtle Beach

March 2009

02 Ed gave Holy Lamb Child Development Speech Socastee
 03 Ed gave Senior Scholars speech Georgetown
 06 Darren in Caravelle Cup Golf Tournament Myrtle Beach
 07 Darren in Caravelle Cup golf Tournament in Myrtle Beach
 07 Darren emceed 1st Tee of Myrtle Beach Awards banquet
 07 Tim and Ed judged National Anthem auditions at Coastal Federal Field Myrtle Beach
 07 Tim and Allyson presenters at ICE awards in Myrtle Beach
 10 Ed and Allyson Florence Co Disabilities Foundation Celebrity BBQ servers Scranton
 10 Rich hosted WPDE Hoop Zone banquet in Myrtle Beach
 12 Ed did Creek Rats Live Shot for March of Dimes Florence
 13 Allyson emceed Senior Life Expo in Florence
 13 Ed gave Wachesaw Plantation Golf Assoc. Speech Murrells Inlet
 13 Darren gave station tour for Aynor Elementary students
 13 Darren read book to class at Socastee Elementary
 14 Allyson emceed Senior Life Expo in Florence
 14 Ed in St Pattys Day Parade North Myrtle Beach
 16 Ed emceed Limos for Learning Georgetown
 19 Rich emceed Carolinas Classic All Star Banquet in Myrtle Beach
 20 Rich emceed Carolinas Classic slam dunk/3 pt shootout contest in Myrtle Beach
 20 Darren gave station tour for Aynor Elementary students
 21 Rich emceed Carolinas Classic All Star Games in Myrtle Beach
 21 Ed was Taste of the Coast judge North Myrtle Beach
 22 Ed emceed Red Cross event "love Boat" Litchfield Beach
 24 Tim spoke for Career Development to students at Forestbrook Middle in Myrtle Beach
 25 Ed was SC Emergency Preparedness Conference Speaker Myrtle Beach
 25 Allyson and Darren gave station to St Pauls Episcopal Day school Conway
 27 Ed gave North Myrtle Beach Elem. Speech
 28 Ed made Street Reach Appearance Myrtle Beach
 29 Ed made Grand Strand Miracle Opening Day appearance Myrtle Beach
 31 Ed emceed Red Cross Event all day at Gordon Biersch Myrtle Beach

4/6/2009

Linda Revel

From: "Allyson Floyd" <allyson@wpde.com>
To: <elrevel@mindspring.com>; "Linda Revel" <lrevel@wpde.com>
Sent: Wednesday, July 08, 2009 12:19 AM
Subject: 2nd Quarter Ascertainment for News

2nd Quarter Ascertainment 2009 for News Department

APRIL

01 Ed was Special Olympics MC Socastee
 02 Ed spoke at Career Day Aynor Middle Aynor
 03 Ed was All Aboard Kids Gala MC Myrtle Beach
 07 Victoria at SCBA Job Fair
 08 Ed was South Strand for Life MC Murrells Inlet
 09 Ed was Judge Sweetie Pie Contest Myrtle Beach
 16 Darren was judge at Forestbrook Middle Science Fair in Horry County
 21 Ed gave 1st Presebyterian Growing Tree Speech Myrtle Beach
 21 Ed served at Free Cone Day Myrtle Beach
 22 Ed, Darren, and Tim Servers at YMCA Carabbas Luncheon Myrtle Beach
 22 Darren spoke at Forestbrook Elementary in Horry County
 23 Ed was at Jersey Mikes Fundraiser for Autism Conway
 24 Ed gave McDonald Elem. speech Georgetown
 25 Ed was Idol Judge for Cancer Busters NMB
 28 Ed gave Limos for Learning Speech NMB
 29 Sharon spoke at Jonakin Middle School in Marion
 29 Allyson spoke at Jonakin Middle School in Marion
 30 Ed spoke at Johnsonville HS Career day Johnsonville

April 28th.. NewsChannel 15 was live all day at Total Media III in Myrtle Beach. We joined other media outlets to raise money for the American Red Cross for victims of the Horry County Wildfires.

MAY

01 Ed gave Limos For Learning Speech Surfside
 01 Darren gave station tour to Homewood Elementary School
 01 Ed gave Homewood Tour Conway
 02 Ed made Blessing of the Inlet Appearance Murrells Inlet
 06 Ed gave Pawleys Island Ladies Club Speech Pawleys Island
 07 Ed was at Red Cross Fundraiser NMB
 07 Darren and Tim servers for Red Cross Spaghetti Dinner Fundraisers in Myrtle Beach
 08 Ed made Relay for Life appearance Myrtle Beach
 08 Allyson emcee for Florence Cty Disabilities Foundation Talent Show
 09 Ed was Palmetto Bays Elem. Talent Judge Conway
 17 Ed was Theaterfest Judge Myrtle Beach
 17 Ed gave Ripleys VIP speech Myrtle Beach
 17 Ed at Red Cross ARlo Guthrie Fundraiser NMB
 19 Ed gave NARFE Speech Litchfield Beach
 27 Ed gave Palmetto Bays Speech Conway
 27 Darren spoke at Lakewood Elementary School in Horry County

JUNE

01 Ed gave Hurricane Expo Speech Myrtle Beach
 06 Ed in Hard Rock Golf Tourn for V-Foundation Myrtle Beach
 06 Allyson, Mola, Kristen, Ed, and Tim in booth for Sun Fun in Myrtle Beach
 07 Ed in American Legion Golf Tourn Eagles Nest NMB
 07 Joel was emcee for Myrtle Beach Cancer Survivors Day
 12 Ed at Red Cross Wrap up Celebration Freestyle Music Park Myrtle Beach
 13 Ed in CCU Golf Tournament Conway
 15 Darren gave tour of station for HGTC Education and Futures program
 16 Ed gave Autism Luncheon Speech Myrtle Beach

7/9/2009

18 Ed gave Hurricane Speech to Burgess Community Socastee
19 Ed at David Thomspen Lunch Myrtle Beach
27 Darren in Carolina Forest Business Leader's Charity Golf Tournament in Myrtle Beach
30 Ed gave Hurricane Speech to Independent Insurance agents of the Grand Stand Myrtle Beach
30 Darren gave station tour to members of St Mary Missionary Baptist Church

June 1st- NewsChannel 15 hosted a live Web Chat with Emergency Managers from Horry and Georgetown Counties, Chief Meteorologist Ed Piotrowski, and representative of SC Insurance News Service

June 2nd- WPDE Golf Tournament. We once again held a golf tournament to raise money for our WPDE Scholarship fund. This was in Surfside Beach. Many NewsChannel 15 employees played and took part.

Linda Revel

From: "Allyson Floyd" <allyson@wpde.com>
To: "Linda Revel" <lirevel@wpde.com>
Cc: "mark olson" <molson@wpde.com>
Sent: Tuesday, October 06, 2009 4:17 PM
Subject: Re: Quarterly reports

Hi Linda...

Here it is.. Let me know if you need anything else :-)
 Allyson

3rd Quarter 2009 Ascertainment for News Department**JULY**

04 Ed was in MI Boat Parade MI
 05 Ed Threw out first pitch at Ripken Experience MB
 06 Ed gave Hurricane Week Speech Myrtle Beach
 07 Ed gave Hurricane Week Speech NMB
 08 Ed gave Hurricane Week Speech Garden City
 09 Ed gave Hurricane Week Speech Pawley Island
 09 Allyson and Tim part of Horry County Hurricane Prep meeting in Conway
 10 Ed gave Hurricane Week Speech Conway
 11 Ed part of Autism Now fundraiser Surfside
 11 Ed and Tim were Chick Fil A Country Festival celebrity participants Conway
 12 Darren gave St Mary Missionary Baptist Church camp station tour
 18 Ed was Judge Womanless Beauty Pageant NMB
 21 Ed gave Hurricane Speech Carolina Forest
 23 Allyson, Rich, Mark part of End Zone Media Day at Freestyle Music Park Myrtle Beach
 23 Allyson at WPDE NewsChannel 15 blood drive in Conway
 25 Ed gave Grace Ministries Golf Tournament Pawleys Island

July 6-10 and July 21.. WPDE sponsored a series of meetings all along the coast and inland to provide residents with hurricane information for the season. Joined by emergency management officials from Horry and Georgetown Counties

July 23.. WPDE sponsored blood drives in Myrtle Beach, Conway, and Florence

AUGUST

01 Ed in Hurricane Classic Golf Tournament Pawleys Island
 04 Ed gave Cub Scout Speech Conway
 08 Ed was Ignite MC Myrtle Beach
 08 Ed gave Hurricane Speech Books A Million NMB
 11 Ed gave Weather Speech NMB Aquatic and Fitness Center
 12 Ed gave American Red Cross Check presentation, speech MB
 13 Ed in MB Hospitality Assoc. Golf tournament Myrtle beach
 14 Allyson spoke at Lake City Rotary Club meeting
 22 Ed in Mark Sloan Golf tournament Conway
 22 Ed was MC Foundation Ball Little River
 22 Joel and Tim were part of Literacy Mystery Dinner Theater
 24 Allyson interview with Rivertalk show for HTC cable in Conway
 25 Ed gave First Baptist Church Mens group speech Georgetown
 26 Ed, Allyson, Rich and Tim celebrity servers for YMCA Carrabbas Fundraiser Myrtle Beach
 27 Ed in FSA Wildfire victim Golf tournament NMB
 29 Ed in Know your Score Fight Prostate cancer golf Tournament NMB
 29 Darren played in Optimist Golf tourney - Myrtlewood

SEPTEMBER

01 Ed was American Red Cross luncheon MC Surfside
 03 Mark gave speech to incoming freshman at Socastee High School
 04 Darren and Holly were Beach, Boogie BBQ Anything Goes food judge
 05 Ed in American Legion Golf Tournament Little River
 05 Ed, Allyson, Tim, Mola, Holly, Kristen, Darren in Beach, Boogie and BBQ booth Myrtle Beach

10/7/2009

08 Ed gave First Baptist BALL club speech Conway
 09 Ed was Grand Strand Miracle League Opening night participant Myrtle Beach
 11 Ed was MC 9/11 event at Dead Dog Saloon Murrells Inlet
 12 Ed in Sues Hope Golf Tournament NMB
 15 Ed gave Senior Scholars Speech Georgetown
 16 Ed in Arnold's Pool golf tournament for the GSML Conway
 17 Allyson at Bear Workshop in Carolina Forest
 18 Holly appearance at United Way Food Drive
 19 Ed part of Hugo Survivors Party Georgetown
 21 Tim interview with Rivertalk show for HTC cable in Conway
 22 Darren spoke to 6th graders (2 groups) at Forestbrook Middle School
 26 Holly and Darren in Mullins Golden Leaf Festival parade
 26 Ed was MC Gold Leaf Festival Dog Show Mullins
 26 Allyson was emcee of fashion show for Celebration Pres Church in Myrtle Beach
 26 Allyson was emcee of Brass Trio concert at 1st Methodist Church in Conway
 30 Ed gave Savannah Grove Elem speech Florence
 30 Ed gave Marlboro Academy speech Bennettsville

September 17.. WPDE sponsored a Bear workshop with the Department of Natural Resources to educate residents about bears in the area. Held in Carolina Forest.

— Original Message —

From: Linda Revel

To: Allyson Floyd

Sent: Monday, October 05, 2009 12:16 PM

Subject: Quarterly reports

Hey, Allyson,

I'm in this week to do the reports... I look forward to seeing you!

Linda

843.234.9733 x245

WPDE Newschannel 15

10/7/2009

Linda Revel

From: "Linda Revel" <lrevel@wpde.com>
To: <promo@wpde.com>
Sent: Thursday, January 07, 2010 9:04 AM
Subject: Fw: Quarterly Reports
4th Quarter 2009 Ascertainment

OCTOBER

03 Ed emceed Cheerleading event at Socastee HS
 04 Ed was emcee Red Cross function at Risen Christ Lutheran Church in NMB
 05 Ed in Wounded Warrior Golf Tournament Murrells Inlet
 07 Ed gave St. James Middle School Speech Murrells Inlet
 07 Ed gave Conway Middle School Speech Conway
 08 Ed gave Conway Christian Speech Conway
 09 Ed gave Conway Elementary Speech Conway
 10.. Allyson emceed a Breast Cancer Awareness Style show in Myrtle Beach
 10.. Holly emceed the Beach Band Blast at Socastee High School
 10.. Darren and Ed at Heartwalk in Myrtle Beach
 10.. Darren was Chili Cookoff Judge in Horry County
 15... Ed gave Lester Elem. Speech Florence
 17 Ed was Walk for the Animals MC Myrtle Beach
 21 Ed gave Myrtle Beach Middle School Speech Myrtle Beach
 22 Ed was Cutie Pie Judge Myrtle Beach
 27 Ed at Taste of the Town Myrtle Beach
 28 Ed gave Brunson-Dargan Elem.speech Darlington
 29 Ed gave Royal Elem. speech Florence
 29... Allyson on media panel for Myrtle Beach Area Chamber of Commerce Annual Meeting

NOVEMBER

03 Ed gave Christian Academy speech Myrtle Beach
 06 Ed at Toys for Tots Kick off Myrtle Beach
 07 Ed was Broadway at the Beach Tree Lighting MC Myrtle Beach
 08 Ed was Miracle League Song Writers MC Socastee
 08 Ed at Autism Speaks fundraiser Myrtle Beach
 12 Ed gave Career Talk at NMBHS North Myrtle Beach
 17 Ed at MBHS Career Day Myrtle Beach
 18 Ed gave Byrnes Schools Speech Myrtle Beach
 18... Allyson, Tim, Ed, Kristen at WPDE Food and Clothing Drive in Little River and Florence
 20.. Ed gave Chabad School tours station Conway
 21... Allyson and Tim emceed Dancing with the Horry County Stars
 27 Ed was Market Common Tree Lighting MC Myrtle Beach
 28 Ed in Rolling Thunder Golf Tournament Little River

November 10-11th. Kristen did a two part special report on the top ten weather events in our area. It aired at 6pm Monday and Tuesday.

November 16-19th. Allyson did Four Part special report on Suicide called Suicide: There's Help and Hope. It looked at the incidence of suicide, the myths, the causes, and the toll it takes on families. It aired Monday at 11, Tuesday at 11, Wednesday at 11, and Thursday at 11.

DECEMBER

2... Allyson, Ed, Tim, Kristen, Darren, Holly at WPDE Krispy Kreme Toys for Tots Drive
 03 Ed gave Pawleys Island Rotary Speech
 5... Allyson, Mola, Joel, and Jennifer in Myrtle Beach Holiday Parade
 5... Tonya, Whitney, and Holly in Hartsville Christmas Parade
 5... Ed and Victoria in Georgetown Christmas Parade
 5... Joel in Marion Christmas Parade
 5... Darren and Kristen in Mullins Parade
 5... Ed and Darren in North Myrtle Beach Parade
 6... Ed and Vic in Murrells Inlet Parade
 6... Tonya and Johnny in Darlington Parade
 07 Ed was Tree lighting in Garden City MC Garden City
 08 Ed gave 1st Presbyterian Growing Tree tour of station Conway
 12... Allyson, Mola, Darren, Tim and Ed in Conway Parade

1/7/2010

12... Allyson, Kristen, Tim, Whitney, Cam, Amanda, and Ed in Surfside Parade
16 Ed was Gordon Biersch Toys for Tots Luncheon MC Myrtle Beach
17.. Allyson, Ed, Tim, and Holly at WPDE Blood Drive at Myrtle Beach, Conway, and Florence
19 Ed at Breakfast with Santa North Myrtle Beach
19... Holly and Johnny in Longs Parade
19...Allyson, Tim and Tonya in Florence Parade

----- Original Message -----

From: Linda Revel

To: Allyson Floyd

Sent: Tuesday, January 05, 2010 11:40 AM

Subject: Quarterly Reports

Happy New Year!

In this week to do quarterly reports. Just a friendly reminder.

Linda Revel

843-742-9805

WPDE Newschannel 15

Linda Revel

From: "Allyson Floyd" <allyson@wpde.com>

To: "Linda Revel" <lrevel@wpde.com>

Sent: Friday, April 02, 2010 11:39 PM

Subject: 1ST QUARTER ASCERTAINMENT

1st Quarter Ascertainment 2010 News Department

January 9 - Allyson, Holly, Darren in booth for Boat Show in Myrtle Beach

January 18th - Darren gave tour of station to Leadership Conway

January 19th - Darren at Haiti Relief drive

February 5 - Darren and Ed gave station tour

February 25 - Allyson, Ed, Tim, Kristen celebrity servers at Red Cross event in Myrtle Beach

February 26 - Allyson gave station tour to Conway Christian School 6th and 7th graders

February 26 - Darren, Allyson, Ed, Tim helped at 1001 Homes for Haiti at CCU

March 2 - Darren gave station tour for St. Andrews MB 1st graders

March 2 - Allyson gave station tour to homeschool group from Horry County

March 6 - Allyson, Ed, and Kristen at Princess Party for American Red Cross

March 9 - Allyson, Holly, and Tim celebrity servers for Florence County Disabilities Foundation BBQ in Scranton

March 11 - Darren gave station tour for Aynor Kindergarten

March 12 - Allyson emcee for Senior Life Expo in Florence

March 12 - Darren gave station tour for Aynor Kindergarten

March 13 - Allyson emcee for Senior Life Expo in Florence

March 16 - Allyson gave station tour to kindergarteners from St Pauls Episcopal Day School in Conway

March 25 - Allyson and Ed at lunch honoring military and law enforcement in Murrells Inlet

March 27 - Allyson and Tim presented ICE Award for MB Chamber

4/5/2010

linda revel

From: "Allyson Floyd" <allyson@wpde.com>
To: "Linda Revel" <lrevel@wpde.com>
Sent: Saturday, July 03, 2010 12:13 AM
Subject: 2nd Quarter Ascertainment 2010 for News

APRIL 2010

02 Ed at Autism Kick off Event Murrells Inlet
07 Allyson, Darren, Holly helped with Home for Haiti at Coastal Carolina University
07 Ed was Horry County Special Olympics emcee in Socastee
07 Ed was NMB Optimist Club Speaker NMB
08 Darren was Science Fair judge at Forestbrook Middle in Horry County
08 Darren gave Aynor Elem. 2ND Grade Tour of station
10 Ed was Walk a Mile in Her Shoes MC Myrtle Beach
11 Ed threw out first pitch at Red Cross day at Pelicans Myrtle Beach
13 Victoria part of SCBA job fair in Columbia
15 Ed was Blood donors Appreciation lunch MC Myrtle Beach
17 Ed was Earth Day Celebration MC Myrtle Beach
17 Tim was emcee for Earth Day event at Market Common in Myrtle Beach
19 Ed was Trio Dinner Judge Myrtle Beach
20 Ed worked Chick Fil A Drive Thru for ARC Myrtle Beach
21 Ed, Allyson, Rich and Kristen Carrabbas Waiter for YMCA Myrtle Beach
23 Darren part of McDonalds Elementary Environmental Day.
24 Allyson, Victoria, Ed, Darren, Holly and Kristen part of Dragon Boat Race in Myrtle Beach
24 Graeme was emcee for March of Dimes walk in Conway
27 Ed worked Chick Fil A Drive Thru for American Cancer Society Myrtle Beach
29 Darren had student from Forestbrook Middle Job Shadow
29 Ed gave Conway Rotary Club speech
30 Allyson, Ed, Rich at Relay for Life in Myrtle Beach

MAY 2010

01 Ed in BLessing of the Inlet booth, Murrells Inlet
04 Ed was CASA Luncheon Speaker Myrtle Beach
05 Ed was Carolina Forest Elem Speaker Carolina Forest
06 Ed was National Day of Prayer Spaghetti Dinner Participant NMB
08 Ed and Kristen were in Autism Jamboree Dunking booth Conway
12 Allyson keynote speaker for Quill and Scroll induction at Carolina Forest High
13 Allyson emceed Disabilities Foundation Talent Show in Florence
13 Ed was Speaker Trinity Episcopal Church Myrtle Beach
13 Darren had student from Forestbrook Middle Job Shadow
14 Darren in Caravelle Cup Golf Tournament in Horry County
15 Darren in Caravelle Cup Golf Tourney in Horry County
15 Ed was Foxtrot Parade Grand Marshall Marion
16 Ed was Blue Crab Festival Booth - Little River
17 Rich, Ed, Allyson, Darren part of WPDE Sports Shootout Golf Tournament in Surfside Beach
18 Ed gave Tiger Cubs Tour Conway
21 Ed was Ocean Bays Middle Speaker Carolina Forest
22 Ed was Ground Zero Beach Band Blast MC - Myrtle Beach
23 Ed was Food Fight Gala MC - Myrtle Beach
26 Darren in Mullins Chamber Golf Tourney
26 Tim was panelist for Democratic gubernatorial debate in Myrtle Beach
29 Ed and Rich in Kingston Golf Classic Conway
29 Allyson, Tim, and Mola in Memorial Day parade in Myrtle Beach
31 Ed gave Memorial Day Speech at MB Convention Center

JUNE 2010

01 Ed was Pickle Ball Participant Myrtle Beach

7/6/2010

- 01 Ed gave Hurricane Preparedness Speech Myrtle Beach
- 02 Ed was Waccamaw ELEM. Awards MC Conway
- 03 Ed gave Pawleys Island Library Speech Pawleys Island
- 05 Darren in CFBLA Golf tournament- Man O'War. 1-7pm
- 05 Tim was emcee of Linking Hands for Life Living Donor Event in Myrtle Beach
- 05 Ed was in Coca Cola Jailbreak at Sun Fun Myrtle Beach
- 05 Joel was MC at the Cancer Survivors Day event in Myrtle Beach
- 07 Ed was MB Hurricane Expo Speaker
- 09 Ed part of Blood Drive Myrtle Beach
- 17 Ed in American Red Cross Wrap Up Event Myrtle Beach
- 24 Darren and Tracy gave studio tour for Horry and Georgetown County students in mentoring program
- 26 Graeme was judge at Myrtle Beach Fire House Cook off
- 26 Allyson at Riverfest in Conway

C-3:

Station Tours Aimed at Career Development (FCC Menu #16).

- 12/9/08 - Chief Meteorologist Ed Piotrowski gave station tour to 1st Presbyterian Church Conway, SC
- 2/20/09 – Meteorologist Darren Stack gave station tour to Bridgewater Academy
- 3/13/09 - Meteorologist Darren Stack gave station tour to Aynor Elementary Students
- 4/2/09- Chief Meteorologist Ed Piotrowski spoke at Aynor Middle School School Career Day
- 5/1/09- Chief Meteorologist Ed Piotrowski gave tour to Homewood Elementary School students
- 6/15/09-Meteorologist Darren Stack gave station tour to HGTC Education and Futures Program

*All tours include overview of the various facets of News & Weather production as career choices

Linda Revel

From: "Allyson Floyd" <allyson@wpde.com>
To: "Linda Revel" <lrevel@wpde.com>; "mark olson" <molson@wpde.com>
Sent: Thursday, October 02, 2008 10:10 PM
Subject: 3rd Quarter 2008 Ascertainment

Ascertainment for news department for July, August, September 2008

JULY

04 Allyson, Ed, Jim, Kristin, Stef, and Cam in Murrells Inlet Boat Parade
 05 Ed at Remax Ballon Launch for CMN Tabor City
 12 Ed in Alzheimers Golf Tournament Surfside Beach
 14 Ed gave Habitat for Humanity Speech Myrtle Beach
 16 Ed gave Wachesaw Plantation HOA Speech Murrells Inlet
 22 Ed in Promiseland golf tournament Myrtle Beach
 26 Ed in CASA Golf tournament Myrtle Beach
 28 Ed in Kidney Foundation of SC golf tournament MC Myrtle Beach

AUGUST

04 Ed at Cutie Pie Reception Conway
 08 Ed spoke at Leadership Summit - Beach Church Myrtle Beach
 12 Ed was Florence School Dist. 1 Convocation MC Florence
 13 Ed gave Step Ahead Child Development Speech Conway
 14 Ed gave Children's Museum Speech Myrtle Beach
 20 Ed gave Carolina Forest AM Rotary Speech Carolina Forest
 23 Ed in International Christian Golf Tournament Myrtle Beach
 27 Allyson, Ed, Jim celebrity servers at Carrabbas in Myrtle Beach for YMCA
 27 Ed made Bark in the Park Appearance for Dog House Myrtle Beach
 30 Ed was MC MDA Mini Golf tournament Myrtle Beach
 30 Allyson, Kristen, Ed, Sharon in booth for Beach Boogie BBQ in Myrtle Beach
 31 Ed was Tidewater Golf Fest MC Little River

SEPTEMBER

01 Ed in Sun Tidewater Charity Golf tourn. Little River
 07 Ed was Sun Italian Festival judge Myrtle Beach
 09 Ed gave Tue Georgetown Library Speech Georgetown
 10 Ed gave Wed Lions Club Speech Florence
 17 Ed in Wed Arnold Pool Charity Golf Tourn. Conway
 18 Ed gave MB Kiwanis Breakfast Speech Myrtle Beach
 25 Ed made Coastal business Mag. appearance Myrtle Beach
 29 Allyson, Amanda, Kristen, Sharon, Ed at Hurricane Ike relief drive in Myrtle Beach
 30 Ed gave HGTC speech Conway
 30 Darren spoke to NMB Christian Academy
 30 Allyson at Elected and Appointed Women's Luncheon

10/3/2008

10/31 Joel Allen with special report at 7pm on Drunken Jack

November Appearances

01 Ed in Lou Krieger Golf Tournament in Murrells Inlet
01 Ed made Miracle League Appearance Myrtle Beach
03 Ed gave MB Rotary Speech Myrtle Beach
04 Ed gave Spring Hill Middle Speech Laurinburg
06 Ed gave Royal Elem. Speech Florence
08 Ed and Jim were Walk for the Animals MC Myrtle Beach
08 Allyson was word pronouncer for spelling bee at Delmae Elem in Florence
09 Ed gave POW/MIA dedication speech Murrells Inlet
13 Ed gave speech at Wallace-Gregg Elem. Myrtle Beach
14 Ed judged Ocean Bays Talent Show Myrtle Beach
15 Darren was BBQ judge at Horry County Fairgrounds in Loris
15 Ed judged Murrells Inlet Oyster Roast Murrells Inlet
18 Ed gave MBHS Speech Myrtle Beach
19 Ed gave speech at Risen Christ Lutheran Sch. North Myrtle Beach
20 Ed gave MB Elementary Speech Myrtle Beach
20 Darren emceed Martins Golf and Tennis Fashion show in Myrtle Beach
22 Ed was Broadway Tree Lighting MC Myrtle Beach
22 Allyson and Graeme emceed Dancing with the Horry County Stars in Myrtle Beach
24 Ed gave Hartsville HS Speech Hartsville
25 Sharon was Career Development Month Speaker at Myrtle Beach High School
26 Ed gave MB Intermediate Speech Myrtle Beach

In every newscast during the month of November, we ran a different story about saving money in unusual but easy ways. Called the 30 Days of Savings reports

11/6 at 11pm...Lindsay Tyner special report on Hot Jobs. What are the best careers to go into these days where you can find work.

11/13 at 7pm..Tonya Brown introduces us to a man recently out of work and follows him as he tries to find a job

11/20 at 11pm..Lindsay Tyner special report on Hot Jobs 2.. How to be the best candidate for the job.

11/11 at 7pm...Sharon Greene special report on Veterans Day

introducing us to some vets and showing how they've impacted all of our lives.

11/26 at 11pm... Lindsay Tyner special report Survival Story. Woman shot in the head by a robber and left for dead
11/10 at 6pm...Kristen Van Dyke special report on

Earthquakes...how common they are here and what you should do if we have one.

11/17 at 6pm.. Kristen Van Dyke special report on Tsunamis...how likely one is here, what it would do, and how to react

11/24 at 6pm..Kristen Van Dyke special report on Winter Storms.. A look back at the ones we've had and what caused them.

December Appearances

03 Ed spoke at Loris Elementary Loris

04 Ed spoke at Georgetown Rotary Georgetown

06 Mola, Amanda, and Joel in the Myrtle Beach Christmas Parade

06 Kristen, Ed, and Victoria in the Georgetown Parade

06 Tonya in the Mullins parade

06 Tonya in the Marion parade

06 Darren and Ed in the North Myrtle Beach Parade

07 Allyson and Jessica in the Darlington parade

07 Jim, Ed, Victoria, and Stephanie in the Murrells Inlet Parade

09 Ed gave 1st Presbyterian Tour Conway

13 Allyson, Jim, Stephanie, Ed, Cam, Darren, Joel, Mola in the Conway Parade

13 Allyson, Jim, Kristen, Cam, Angie, Jaimie, Victoria in the Surfside Beach Parade

14 Tonya, Johnny, and Jessica in the Johnsonville parade

18 Ed spoke at Kiwanis Christmas Party Conway

20 Allyson, Tonya, and Mola in the Florence Christmas Parade

All month we accepted toys at our Florence and Conway studios for Toys for Tots

12/11 Held the End Zone Banquet where NewsChannel 15 Sports presented the Zoneman trophy and honored area high school football players

12/16 NewsChannel 15 live at Krispy Kreme Grand Strand

Locations collecting toys for Toys for Tots Drive. 6am-7pm

12/17 NewsChannel 15 and American Red Cross held blood drives at Coastal Grand Mall in Myrtle Beach and Magnolia

Mall in Florence from 11am-7pm.

12/18 NewsChannel 15 and Ripleys Aquarium accepted toys for
Toys for Tots Drive

Main Identity

From: "Allyson Floyd" <allyson@wpde.com>
To: "Billy Huggins" <whuggins@wpde.com>; "mark olson" <molson@wpde.com>
Sent: Friday, April 03, 2009 3:59 PM
Subject: 1st Quarter 2009 Ascertainment

1st Quarter 2009 Ascertainment for News Department

January 2009

08 Ed gave Red Cross Heroes Speech for public Myrtle Beach
09 Ed gave Chicora Rotary Speech Myrtle Beach
13 Ed spoke at Carolina Forest Elementary Myrtle Beach
20 Ed gave Georgetown Rotary Speech Georgetown
21 Ed gave K-Kids Speech North Myrtle Beach
24 Ed was emcee of Conway Medical Center Winter Gala Conway
27 Ed gave Speech at Learning Tree Day School Surfside Beach
30 Ed gave MB Morning rotary speech Myrtle Beach
31 Ed was Polar Plunge emcee - Myrtle Beach

February 2009

04 Ed was in Christian Academy Golf Tournament Myrtle Beach
07 Ed did Grand Strand Health Fair meet and greet Myrtle Beach
07 Ed gave Kidz Time Festival Speech Myrtle Beach
10 Ed gave Margaritaville speech Myrtle Beach
13 Ed was Block Kids Contest Judge Socastee
18 Darren made Forestbrook Middle School speech Myrtle Beach
20 Darren gave station tour for Bridgewater Academy
26 Allyson, Ed, Tim, Kristen part of Red Cross Heros Campaign Luncheon in Myrtle Beach

March 2009

02 Ed gave Holy Lamb Child Development Speech Socastee
03 Ed gave Senior Scholars speech Georgetown
06 Darren in Caravelle Cup Golf Tournament Myrtle Beach
07 Darren in Caravelle Cup golf Tournament in Myrtle Beach
07 Darren emceed 1st Tee of Myrtle Beach Awards banquet
07 Tim and Ed judged National Anthem auditions at Coastal Federal Field Myrtle Beach
07 Tim and Allyson presenters at ICE awards in Myrtle Beach
10 Ed and Allyson Florence Co Disabilities Foundation Celebrity BBQ servers Scranton
10 Rich hosted WPDE Hoop Zone banquet in Myrtle Beach
12 Ed did Creek Rats Live Shot for March of Dimes Florence
13 Allyson emceed Senior Life Expo in Florence
13 Ed gave Wachesaw Plantation Golf Assoc. Speech Murrells Inlet
13 Darren gave station tour for Aynor Elementary students
13 Darren read book to class at Socastee Elementary
14 Allyson emceed Senior Life Expo in Florence
14 Ed in St Pattys Day Parade North Myrtle Beach
16 Ed emceed Limos for Learning Georgetown
19 Rich emceed Carolinas Classic All Star Banquet in Myrtle Beach
20 Rich emceed Carolinas Classic slam dunk/3 pt shootout contest in Myrtle Beach
20 Darren gave station tour for Aynor Elementary students
21 Rich emceed Carolinas Classic All Star Games in Myrtle Beach
21 Ed was Taste of the Coast judge North Myrtle Beach
22 Ed emceed Red Cross event "love Boat" Litchfield Beach
24 Tim spoke for Career Development to students at Forestbrook Middle in Myrtle Beach
25 Ed was SC Emergency Preparedness Conference Speaker Myrtle Beach
25 Allyson and Darren gave station to St Pauls Episcopal Day school Conway
27 Ed gave North Myrtle Beach Elem. Speech
28 Ed made Street Reach Appearance Myrtle Beach
29 Ed made Grand Strand Miracle Opening Day appearance Myrtle Beach
31 Ed emceed Red Cross Event all day at Gordon Biersch Myrtle Beach

Linda Revel

From: "Allyson Floyd" <allyson@wpde.com>
To: <elrevel@mindspring.com>; "Linda Revel" <lrevel@wpde.com>
Sent: Wednesday, July 08, 2009 12:19 AM
Subject: 2nd Quarter Ascertainment for News

2nd Quarter Ascertainment 2009 for News Department

APRIL

01 Ed was Special Olympics MC Socastee
 02 Ed spoke at Career Day Aynor Middle Aynor
 03 Ed was All Aboard Kids Gala MC Myrtle Beach
 07 Victoria at SCBA Job Fair
 08 Ed was South Strand for Life MC Murrells Inlet
 09 Ed was Judge Sweetie Pie Contest Myrtle Beach
 16 Darren was judge at Forestbrook Middle Science Fair in Horry County
 21 Ed gave 1st Presebyterian Growing Tree Speech Myrtle Beach
 21 Ed served at Free Cone Day Myrtle Beach
 22 Ed, Darren, and Tim Servers at YMCA Carabbas Luncheon Myrtle Beach
 22 Darren spoke at Forestbrook Elementary in Horry County
 23 Ed was at Jersey Mikes Fundraiser for Autism Conway
 24 Ed gave McDonald Elem. speech Georgetown
 25 Ed was Idol Judge for Cancer Busters NMB
 28 Ed gave Limos for Learning Speech NMB
 29 Sharon spoke at Jonakin Middle School in Marion
 29 Allyson spoke at Jonakin Middle School in Marion
 30 Ed spoke at Johnsonville HS Career day Johnsonville

April 28th.. NewsChannel 15 was live all day at Total Media III in Myrtle Beach. We joined other media outlets to raise money for the American Red Cross for victims of the Horry County Wildfires.

MAY

01 Ed gave Limos For Learning Speech Surfside
 01 Darren gave station tour to Homewood Elementary School
 01 Ed gave Homewood Tour Conway
 02 Ed made Blessing of the Inlet Appearance Murrells Inlet
 06 Ed gave Pawleys Island Ladies Club Speech Pawleys Island
 07 Ed was at Red Cross Fundraiser NMB
 07 Darren and Tim servers for Red Cross Spaghetti Dinner Fundraisers in Myrtle Beach
 08 Ed made Relay for Life appearance Myrtle Beach
 08 Allyson emcee for Florence Cty Disabilities Foundation Talent Show
 09 Ed was Palmetto Bays Elem. Talent Judge Conway
 17 Ed was Theaterfest Judge Myrtle Beach
 17 Ed gave Ripleys VIP speech Myrtle Beach
 17 Ed at Red Cross ARlo Guthrie Fundraiser NMB
 19 Ed gave NARFE Speech Litchfield Beach
 27 Ed gave Palmetto Bays Speech Conway
 27 Darren spoke at Lakewood Elementary School in Horry County

JUNE

01 Ed gave Hurricane Expo Speech Myrtle Beach
 06 Ed in Hard Rock Golf Tour for V-Foundation Myrtle Beach
 06 Allyson, Mola, Kristen, Ed, and Tim in booth for Sun Fun in Myrtle Beach
 07 Ed in American Legion Golf Tour Eagles Nest NMB
 07 Joel was emcee for Myrtle Beach Cancer Survivors Day
 12 Ed at Red Cross Wrap up Celebration Freestyle Music Park Myrtle Beach
 13 Ed in CCU Golf Tournament Conway
 15 Darren gave tour of station for HGTC Education and Futures program
 16 Ed gave Autism Luncheon Speech Myrtle Beach

7/9/2009

18 Ed gave Hurricane Speech to Burgess Community Socastee
19 Ed at David Thomspen Lunch Myrtle Beach
27 Darren in Carolina Forest Business Leader's Charity Golf Tournament in Myrtle Beach
30 Ed gave Hurricane Speech to Independent Insurance agents of the Grand Stand Myrtle Beach
30 Darren gave station tour to members of St Mary Missionary Baptist Church

June 1st- NewsChannel 15 hosted a live Web Chat with Emergency Managers from Horry and Georgetown Counties, Chief Meteorologist Ed Piotrowski, and representative of SC Insurance News Service
June 2nd- WPDE Golf Tournament. We once again held a golf tournament to raise money for our WPDE Scholarship fund. This was in Surfside Beach. Many NewsChannel 15 employees played and took part.

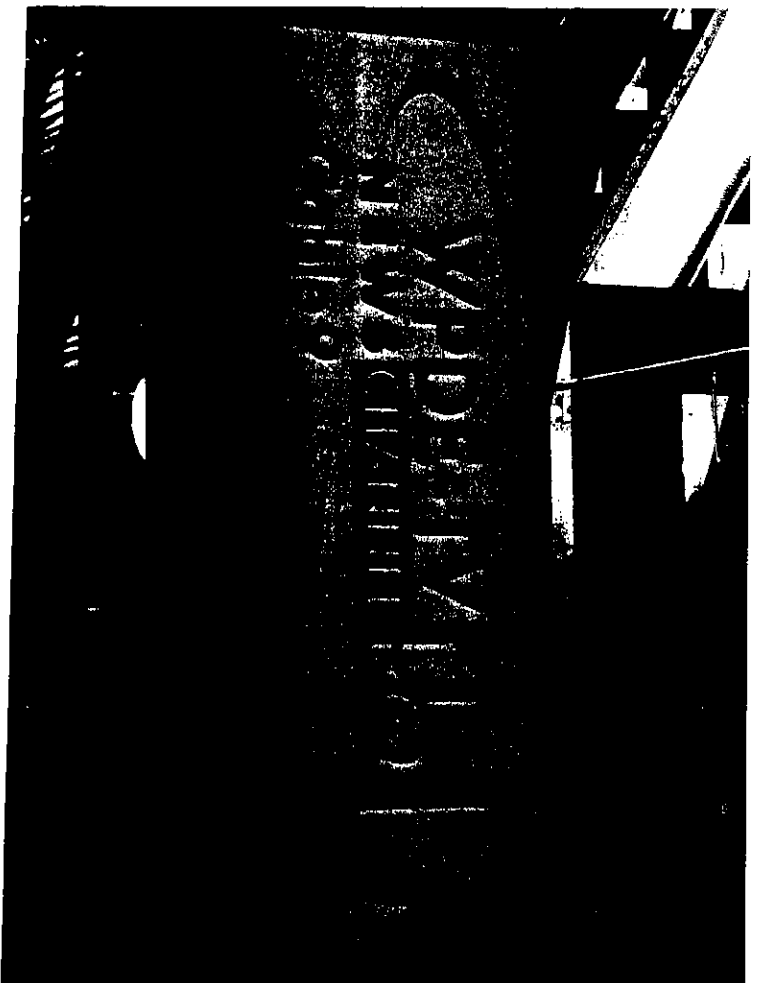
C-4:

Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities (FCC Menu #12). Station lists job openings in job banks such as South Carolina Broadcasters Association, and S.C. Employment Commission.

See Exhibit B.

C-5:

Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting (FCC Menu #7). Station has the WPDE-TV News Channel 15 Endowed Scholarship at Coastal Carolina University, which funded scholarship for two students for school year Sept. 2008 - May 2009.



Dear WPDc,
Thank you for teaming up with Coastal
Carolina University in purchasing a sign in
the football stadium. We look forward to
working more years of partnerships together.
We genuinely appreciate your support.
Sincerely,
Janelle Engvall

Dear Mr. Huggins,
I would like to take this opportunity to thank
you for your generosity in funding the
WPDc-TV News Channel 15 Endowed Scholarship.
I am very honored to be the recipient of
this award. I am currently a junior
majoring in Health Promotion, and my GPA
is 4.0. My goal is to complete my degree
here at Coastal Carolina University and then
seek a career in Medical Sales. Receiving
this scholarship motivates me to maintain
my GPA and complete my degree. Unfortunately,
I am unable to attend the Scholarship
Reception on April 2nd, but I would like
to thank you again for your contribution
and generosity.
Sincerely,
Janelle Engvall



COASTAL CAROLINA UNIVERSITY

Office of University Advancement

March 6, 2009

Mr. Billy Huggins
WPDE-TV-15
Post Office Box 51150
Myrtle Beach, SC 29579-0020

Dear Mr. Huggins:

I am writing to thank you again for your generous support and to update you on the status of the *WPDE-TV News Channel 15 Endowed Scholarship* at Coastal Carolina University. Due to the unprecedented global economic troubles, your endowment has suffered a significant loss. In keeping with the ideals of protecting our endowments, we will not be able to make a scholarship award for the 2009-2010 academic year. We understand that many people are suffering due to the current financial situation, but our office continues to seek additional funding to meet the needs of our very deserving students.

An additional gift would allow your scholarship to be awarded next fall, benefitting students and furthering the academic mission of the University. Please feel free to contact me at 843-349-4129 if you are interested, or simply send your gift in the enclosed reply envelope. If you are unable to make an additional gift at this time, we completely understand and wish you a bright future ahead.

Coastal Carolina University remains optimistic about our future and our role in preparing tomorrow's leaders. We are grateful for your generosity and appreciate all that you do for our students, faculty, and staff. Since 1954, Coastal Carolina University has overcome many challenges to become the fastest growing university in the state. With your support, we will continue to turn obstacles into opportunities.

Thank you,

J. Scott Joyner

EXHIBIT C

**WPDE-TV EMPLOYMENT UNIT
2010 FCC Audit Response**

**2.
Supplemental Outreach Initiatives
(07/31/09 - 07/31/10)**

C-6:

Internship program (FCC Menu #5).

- Cameron Murray, Executive Producer of Carolina & Company, worked with an intern, who was a Broadcast Major from Horry County Technical College (Aug. - Nov. 2009) and with another roadcast Major from Horry County Technical College later in the year (April - June 2010).
- Weather Department, under the supervision of Chief Meteorologist, Ed Piotrowski, regularly hosts Interns from UNC Charlotte & NCSU for a 3-month-period (Summer 2009)
- Cameron Murray was shadowed by group of high school students, who were Technology Majors from Academy for Art, Science & Technology. (May 11-15, 2010)
- Meteorologist Darren Stack had a Forestbrook Middle School Student job-shadow (5/13/10).

Cameron Murray
WPDE-TV News 15
Myrtle Beach, SC 29579

2 May, 2011

Thank you for allowing five of my students to intern/job shadow with you last year during the week of May 11-15, 2010. This is a vital step in helping these students determine whether or not to continue to pursue a career in the field of broadcast journalism. You may receive contact from current students who are presently in the process of career shadowing and I would appreciate any assistance you may be able to offer them. Thank you for your time and please feel free to contact me if you have any questions.

Sincerely,

Tracy Johnson
Academy for the Arts, Science & Technology
895 International Drive
Myrtle Beach, SC 29579
(843) 903-8460
Tjohnson001@horrycountyschools.net

WPDE/WWMB INTERN ENROLLMENT

NAME: Brooke Brewster

Address: 4908 NW 101 Ave

City, State, Zip: Coral Springs, FL 33076

Phone #: _____ Social Security #: _____

University: Auburn University

School: Liberal Arts

Advisor: Ric Smith Phone #: _____

Title of class for credit: _____

Intern Job Duties: _____

Start Date: May 13, 2009 End Date: 8-15-09

Department Manager Signature

General Manager Signature

WPDE/WWMB INTERN ENROLLMENT

NAME: Arthenius Jackson

Address: 18166 Devonshire Drive

City, State, Zip: Florence, SC 29505

Phone #: _____ **Social Security #:** _____

University: Francis Marion University

School: _____

Advisor: N/A **Phone #:** _____

Title of class for credit: N/A

Intern Job Duties: _____

Start Date: 9-17-09 **End Date:** 12-5-09

Department Manager Signature

General Manager Signature

WPDE/WWMB INTERN ENROLLMENT

NAME: Reed, Mack Kendrell

Address: P.O. Box 1934

City, State, Zip: Georgetown, South Carolina, 29440

Phone #: _____ Social Security #: _____

University: USC Upstate

School: College of Arts & Sciences, Communications

Advisor: Andrea Davis Phone #: _____

Title of class for credit: SCOM 399: Internship

Intern Job Duties: 135 hrs. with TV news

Start Date: 5-30-09 End Date: 8-10-09
1st May or early June early August

*University will cover
worker's comp
for student*

*must be 135 hours. Student
will be enrolled in "COM 399
Internship - Mass Communication"
Summer 2009.*

Ronald J. Overlock, Ph.D.

Department Manager Signature

*Professor, Communications
& Director, Interdisciplinary Studies,
USC Upstate*

General Manager Signature

The Before and After of an Internship in Broadcast Meteorology

Written by: Cathy Evans

MEA 498

Meteorologists study the wonders and the dynamics of the atmosphere. Knowledge in calculus, thermodynamics and other advanced mathematics and science classes is necessary to completely understand how the atmosphere operates. Meteorology, being such an amazing area of study, has many different types of jobs. The most popular is a career in broadcasting, where one is able to relay future weather conditions and report local forecasts to the general public to view and understand. Almost everyone who hears the word "meteorology" thinks broadcasting and television; perhaps a person's local meteorologist's name and face come to mind. Well, to an undergraduate meteorology student taking highly challenging classes in math, physics, chemistry, and meteorology itself, I know the field of study is more than just television. Meteorology is a highly challenging science and there are so many areas to study and improve upon within the field.

The idea of broadcasting to an undergraduate student majoring in meteorology may almost be looked down upon in a way. Any undergraduate student majoring in communications can deliver a weather forecast presentation for television. The job requires some training in forecasting but the broadcast itself does not require all the technical knowledge of mathematics and science that is required of a meteorology degree. Being that the career does not take a well rounded math and science academic, broadcast meteorology can almost undermine a true meteorology student who does take on the challenge of the math and physics behind the science of the weather. A trained meteorologist with the appropriate background understands there is more to the weather than just being on TV. It is a remarkable challenge to accurately predict the details of the weather on a daily basis. Broadcast meteorologists must publicly state those predictions and are held accountable by thousands of viewers. Only accurate daily, weekly, and yearly forecasts can gain community trust and instill public confidence.

Most of these thoughts crossed my mind when thinking about a career in broadcast meteorology while entering my junior year at NC State University. Did I really want to go into the area of broadcasting that most everyone in the world expects of meteorology majors? The thought of the career was never completely out of my mind. I have always known I was meant to study the weather. The forecasting aspect of the career has my highest interest, so whether that forecasting joy took me to the broadcasting aspect of the field or to work for a company that needed weather prediction or the National Weather Service; I knew I would enjoy all of the jobs. The question in my mind though was which one did I truly want to pursue? Having a set goal in life, something to aspire to be, something that you know with your whole heart and soul is truly what you want to do, can help me organize a plan of action to get that career.

So I decided to attempt to get an internship at a local television station near my home. Hoping, that perhaps an internship involved with broadcasting would answer my questions about what career I really want to do with my life. Fortunately, I was able to get an internship at the WPDE news station in Myrtle Beach, SC. Without a doubt the experience changed my view of broadcast meteorology. Every minute of my summer spent at the station was well worth my time and did in fact answer many of my concerns for future career aspirations.

My daily schedule consisted of arriving at the station around 3 o'clock in the afternoon and staying through the 11 o'clock news at night, Monday through Friday. Upon first arriving, the chief meteorologist, Ed Piotrowski, would demonstrate to me how he puts together his forecast. Ed would talk me through his thought process upon looking at the computer models, surface observations, satellites, and radar composites. I was able to take in the experience of forecasting and ask questions when I was confused. Overall, I was really able to learn some great weather prediction techniques from a well experienced meteorologist. Knowing how much I truly enjoyed the process of putting together a

forecast, only confirmed in my mind that forecasting the weather was what I wanted to do. However, I was still trying to determine if I would enjoy the broadcast portion of this career.

After determining the forecast, then came the broadcast presentation. Making the graphics for the weather show was the hardest part of the internship for me. Learning the computers and the operating systems for graphics, and using them to display the different concepts to the public including the radar was quite overwhelming at first. However, as time went forward I was able to become more familiar with the systems. I realize it would only take time and practice. Before long I was helping to put together graphics, typing in numbers and factors for the forecast, and operating the radar system while the meteorologist was on-air explaining from the blue wall. During severe weather events, I was able to help the weather team send out text messages to counties under specific warnings.

I discovered a major difference in a broadcast meteorologist's forecast and a general meteorologists' forecast: the television forecast involves an extended process of putting together weather graphics for the news show to illustrate an interesting and informational weather story for the general public over the next couple days. If someone had just told me the true difference, there would have been no desire for me to have been a broadcast meteorologist because creating graphics just does not sound fun. Fortunately, though, not truly understanding the difference before the internship, and being able to experience the process of putting together graphics first hand instead of just knowing, I actually realized how enjoyable the process of creating graphics can be. It was satisfying to be creative and develop an interesting story to explain to the general public the weather forecast for the evening, tomorrow and the next couple days. The process allowed the weather concepts to come down to the most basic of levels, and I felt most comfortable explaining the forecast and reasons behind it. Being able to make the concepts of weather simple, with some added creative graphics for the public, seems like an enjoyable job for me.

An important skill that I learned really needed for a broadcast meteorologist is the ability to communicate with people. The scientific community realizes this skill is an important quality to have in order for research developers to be understood by other scientists. However a broadcast meteorologist requires this communicative skill on a daily basis. The skill not only has to be informative, but it also has to be a friendly and personable speaking style. Obviously strong communicative skills are needed in the task of delivering the local forecast every morning, night, or weekend but also remember the television station is a business relying on viewers and ratings, therefore when the broadcast team holds public relation events to gain publicity, the friendly communicative skill is need as well.

Throughout the summer I was invited to several activities held outside the station itself. I was able to experience the skill of public interaction along with how it would feel to be out in the public eye as a meteorologist. These events included a Hurricane Preparedness Convention (which people from around the community could come to get information on how to be prepared for a hurricane), a golf tournament (which raised money for the news station's scholarship fund), and a sports media day (held at Freestyle music park, where the news station was able to get information, quotes, and pictures of football players to use throughout the upcoming season). At each event, I was able to meet and talk with several people from around the community. Each event had its own excitement and fun, but what I enjoyed the most about all of them was being able to meet and talk with people from around the community. All the experiences really made me realize how important the skill of communication is to one's career in broadcasting. It is a skill I very much enjoy using, and look forward to improving through more experience and practice.

As the days of my internship dwindled down, I was given the opportunity of going on-air to give the final forecast at the end of the newscast. A 30 second on-air time may not sound like much, but in the whole scheme of my internship it was perhaps the best experience I could have had. I was able to feel all that a typical broadcast meteorologist might feel before, during, and after a show, I was able to

take in the full experience of wearing a microphone, testing equipment, etc that occurs behind the scenes of a news cast, and I was actually able to feel what it was like to go on television as a meteorologist, the nerves and everything.

The decision to go into broadcasting should not be thought of as a choice of lesser value. I learned that you not only have to know how to forecast the weather accurately but you must have the skills of being creative and communicative as well, or your job does little to help the viewers. Thousands of people depend on broadcast meteorologists in the morning and evening hours to deliver a personal forecast for their area. It determines how they dress and how they plan their daily activities. Most people don't go online to the National Weather Service's page or read their forecast discussion to get information on the upcoming weather (mainly interested meteorologists look there). Most people would rather turn on the TV or hear the local weather on the radio in the morning or early evening. Perhaps a few people may go to their local news station's website for weather information.

After my amazing summer working with the WPDE news station and experiencing the life of a broadcast meteorologist, I would love to take my career into the world of television. The job seems exciting to me because I love the thought of being creative with a story of how the weather unfolds for a town over the next few days and also, because I love the thought of interacting with so many people within the community. I want to be someone that a local city or town can rely on to give accurate weather information, someone they can listen to and depend on for information when emergency weather occurs. Also, the job involves public service by giving back to the community in a number of informational and charitable events which I find enjoyable.

I cannot say the internship was what I expected in the least bit, after having some trouble finding a station that accepts interns and then having trouble getting in touch with the right people within that station, it was just a little rough; therefore I never expected much from the actual internship itself. Quite to the contrary though, the internship made for one of the best experiences of my life. I

looked forward going into the news station everyday, not only to develop a forecast for the day, but also to be part of the stress and thrill surrounding daily news stories. As a whole, the internship not only taught me so much about the career of broadcast meteorology but I feel it also opened a gateway of opportunities to me when I graduate. I made many contacts including the chief meteorologist who mentored me and the other broadcasters who work at the news station.

Broadcast meteorology involves being able to complete a forecast for your local city, town, or community and put that forecast together in a way that tells a story and can be easily understood. It is an incredibly important job for people because they depend on meteorologists to give them that weekly weather forecast so they can plan their days accordingly. Also, in the event of a local weather emergency the people of the community can turn to you for information about the emergency and the best safety procedures. Personally, the broadcast meteorologist is a friend to the community ready to prepare viewers for the weather ahead. This career is more about your interest in the weather, ability to keep the forecast interesting, and most importantly to communicate in a friendly and personable manner to the community. For me, knowing I will have a degree in meteorology will only make me more confident in my ability to relay accurate information about the weather to my local town. The thought of being on television can be intimidating but I try to think about the opportunity to share my love for the weather in a friendly, enthusiastic manner. This excitement seems well worth the effort to overcome any shyness I may have.

Overall, before my internship I felt apprehensive about seriously pursuing a career in broadcast meteorology. However, through my experiences, I was able to focus my career aspirations on broadcast meteorology. After completing my internship this summer all I can think about is the weather and the joy it brings me to forecast, to create a weather show, and to communicate basic weather concepts to the general public.

Additional Link

http://www.carolinalive.com/weather/blog_post.aspx?id=334670

The 30 second live weekend forecast can be seen by going to this link.

Career Shadowing Week for Juniors

You are expected to do the following for your Shadowing Week:

1. Report on time and stay the required 6 hours each day except the days your major teacher schedules you to be at school.
2. Dress **appropriately** for the workplace in which you are shadowing.
3. Follow all the rules and guidelines of the worksite as well as all school rules. **Remember that you represent yourself, your major, and the Academy.**
4. Follow the Shadowing Week Schedule that has been signed and approved by your major teacher and your parents. Failure to do so will result in a suspension from future school activities.
5. Have your time sheet verification forms signed each day. It is your responsibility to see that your site supervisor verifies your shadowing hours.

Exam Requirements

1. **Time Sheet Verification Form** At the end of the week, you will turn in to your major teacher your completed time sheet verification form.
You will not be allowed to complete the exam if you do not meet the minimum hours required for the Shadowing Week experiences.
2. **Daily learning logs** Take careful notes and record your experiences for each shadowing day. Record what you learned about the career of the person(s) that you observed. Relate the kind of duties and responsibilities that this person has. What kinds of skills did you observe him/her using daily? Consider language or communication skills, math skills, science skills, technology skills, or employability/lifeskills. What feelings do you have about this career after observing in this workplace?
You should have a separate (min: one page) learning log entry for each day that you are in the workplace.
3. **Interview** Schedule an interview for a convenient time with the person that you are shadowing. Below are sample questions that you may ask; however, you may certainly add other appropriate questions.
 - How long have you been involved in this career?
 - What education or degree is required to pursue this career?
 - Are there different paths to this career ? (technical college, 4 year college degree, apprenticeships, internships...)
 - Are there many opportunities in this career field in Horry County?
 - What are the main duties and responsibilities involved in this career?
 - What is the salary range for this career? (beginning salary vs. years of experience)
 - What are the benefits to this career other than financial?
 - What are the greatest challenges or drawbacks to this career?
 - In what ways do you use language or communication skills in this career? math or science skills? technology skills? employability or life skills?
 - What qualities or skills are most important to you in a young person looking for a job?

- What advice would you give to a young person thinking about this career?
You will turn in your interview notes as part of your exam grade.

4. **Career Assessment** After shadowing, write an assessment of the career field that you observed. Using information that you gathered in your learning log and in the interview, discuss the following topics:
- What technical skills or knowledge does a person need to develop or learn in order to succeed in this career?
 - What employability or life skills are most important in this career? Academic skills?
 - What part of this career did you find most interesting? Most challenging? Most disappointing? Most surprising?
 - What information from the interview did you find the most interesting or surprising?
 - Are you interested in learning more about this career or are you thinking about working in this career field? Why or why not?
 - Overall, evaluate your shadowing experiences. Were they valuable? What did you learn that will be of value to you in the future?

Your paper should be 2-3 pages in length, Times New Roman 12, double-spaced.

5. **Oral Presentation** During exam days, you will present your information to students and teachers on your team. Your presentation will include the following components:
- Length of 3-5 minutes, demonstrating control of speaking and presentation skills
 - Summation of your findings about the career field (use main points from your interview and your career assessment paper)
 - Personal assessment of the career field (your feelings and interests)

Possible points in each exam component

Time Sheet Verification Form	Exam cannot be completed unless minimum hours are met.
Daily Learning Logs	20
Interview	25
Career Assessment	30
Oral Presentation	25

Timesheet Verification Form

Shadowing Week Schedule for _____

Date	Shadowing Site	Name and phone number of Site Supervisor	Number of hours shadowed today	Site supervisor signature (daily)
Mon., May 9				
Tues., May 10				
Wed., May 11				
Thurs., May 12				
Fri., May 13				

- Students will report to their shadowing site at the time requested by the site supervisor.
- Students will shadow each day for 6 hours.
- Students understand the workplace rules, expectations, and dress code.
- Students will have the site supervisor to sign their time sheet verification forms each day.
- Students will turn in signed time sheet verification forms with required hours as part of final exam grade.
- Students will complete the exam assignments related to the shadowing days.
- Students will call their major teacher and their site supervisor if for any reason they will be unable to shadow on a particular day so that arrangements can be made to make up the hours.
- Students will be assigned to view senior exhibitions for one day or part of a day.
- Students will return to school if for any reason they are released early by the site supervisor.
- Students, parents, and major teachers will sign this form to cover all of the week's activities.

Student Signature

Major Teacher Signature

I give my child permission to participate in this school-sponsored activity. I understand that my child will be away from campus during these shadowing days and not accompanied by an Academy staff member. My child and I understand that the rules and policies of the school and the district apply during these shadowing experiences. I also understand that the grade for this entire shadowing week project will count as an exam grade for the major and that all other teachers will use the grade either as an exam grade or as a part of the fourth nine weeks average.

Parent Signature

**Horry County Schools
Job Shadowing Agreement Form**

Student's Name _____
Address: _____
Telephone: _____ SS# _____
Age: _____ Date of Birth: _____ Grade: _____

Business/Industry Name: _____
Address: _____
Telephone Number: _____

School: _____
Major Teacher: _____ Telephone: _____
Parent/Guardian: _____ Telephone: _____

All parties jointly agree to the following:

1. There will be no monetary compensation for participation in shadowing programs.
2. The shadowing experience shall be at a business/industry site directly related to the occupational interest expressed by the student.
3. The parent or guardian shall be responsible to the school for the conduct of the student who is participating in the shadowing program.
4. Safety instructions will be provided by the employer.
5. Adequate insurance coverage for the student will be provided by district coverage.
6. This agreement may be terminated after consultation with the coordinator for due cause or for unforeseen business conditions.
7. The shadowing site shall conform with all federal, state, and local labor laws while providing student with a variety of observation experiences.
8. The shadowing site shall provide an evaluation of the student after experience.
9. The student will remain at the shadowing site for the identified minimum amount of time.
10. The student will report to the shadowing site on (date) _____ at _____ am until _____ pm
11. The parent/guardian will provide transportation for the student to and from the shadowing agency.
12. HCS shall not be liable for any injuries sustained by the student participating in this program.
13. I have read and agree to the content of this agreement.

Horry County Schools does not discriminate on the basis of race, color, national origin, religion, sex, age, disability, immigrant status, English-speaking status, or any other characteristic protected by applicable federal or S. C. law in any activities.

School Administrator

Employer/Workplace Supervisor

Major Teacher

Student

PC: Employer, Parent, Coordinator, Student's Files

HCS Employer Evaluation for Shadowing Experience

Student: _____

Shadowing Supervisor: _____

Shadowing Site: _____

Evaluate the student's performance using the following scale. Place check in the space beside each rating which best describes the student's performance during the shadowing experience.

	Excellent	Good	Fair	Poor
Attitude				
Punctuality				
Cooperation				
Enthusiasm				
Interest				
Courtesy				
Attire				
Willingness				

How could this shadowing experience be improved? _____

Comments: _____

Return form to major teacher.

Horry County Schools does not discriminate on the basis of race, color, national origin, religion, sex, age, disability, immigrant status, English-speaking status, or any other characteristic protected by applicable federal or S. C. law in any activities.

HCS Student Shadowing Report

Student: _____

Shadowing Supervisor: _____

Shadowing Site: _____

School: _____

Coordinator: _____ Telephone: _____

Answer the following questions:

1. Describe the employee's occupation and duties.
2. Describe the working conditions associated with the employee's position (i.e., physical working conditions, amount of overtime required, stress level, amount of responsibility, amount of travel required, etc.).
3. What is the employee's educational background? What school subjects does he/she feel would be most helpful to prepare for this position?
4. What does the employee find most difficult, stressful, etc. about the position?
5. What recommendations did the employee offer to someone who is interested in entering a similar position?
6. What does the employee enjoy most about this position?
7. In the employee's opinion, what types of attitude and personality traits are important in order to be successful in his/her career field?
8. What opportunities are there for advancement in this career field?
9. Describe this employee's role in supervision.
10. What are the starting salaries and educational requirements for people who hold positions similar to the one you are observing?
11. What does this company do to encourage its employees to continue their education?
12. What are some good ways for students to find out more about this career?

Horry County Schools does not discriminate on the basis of race, color, national origin, religion, sex, age, disability, immigrant status, English-speaking status, or any other characteristic protected by applicable federal or S. C. law in any activities.

Suggested Shadowing Activities for the Employer

Student's Name _____
Address: _____
Telephone: _____ SS# _____
Age: _____ Date of Birth: _____ Grade: _____
Business/Industry Name: _____
Shadowing Supervisor: _____
Shadowing Occupation: _____

Suggested Activities:

1. Introduce the student to the staff.
2. Explain the occupation being observed.
3. Tour the facility.
4. Create a small activity for the student to perform which is related to the career.
5. Expose the student to the same routine a new employee would experience.
6. Answer questions the student has regarding the position.

Offer Answers To The Following Questions:

1. Describe the employee's occupation.
2. Describe the working conditions associated with the employee's position.
3. What is the employee's background?
4. What does the employee enjoy most about this position?
5. What does the employee find most difficult about the position?
6. What recommendations would the employee offer to someone who is interested in entering a similar position?
7. In the employee's opinion, what type of attitude, personality traits, or personal characteristics are important in order to be successful in his/her career field?
8. What opportunities are there for advancement in this career field?
9. Describe this employee's role in supervision.
10. What are the starting salaries and educational requirements at this company for persons who hold positions similar to the one the student is observing?
11. What does this company do to encourage its employees to continue their education?
12. What are some good ways for the student to find out more about this career?

Horry County Schools does not discriminate on the basis of race, color, national origin, religion, sex, age, disability, immigrant status, English-speaking status, or any other characteristic protected by applicable federal or S. C. law in any activities.

Shadowing Week Exam Score Sheet

Score Sheet for _____

Time sheet verification forms turned in and minimum number of shadowing hours met Yes No*

* Exam cannot be completed until minimum number of hours have been met.

Components/Requirements	Possible Points	Points Earned
Daily Learning Logs <ul style="list-style-type: none"> ➤ A separate log is written for every shadowing day (Each entry is minimum 1 page in length). ➤ Logs contain detailed notes about duties, responsibilities, and skills observed. ➤ Logs contain personal comments about what was observed. ➤ All notes are organized and well-written. 	20	
Interview <ul style="list-style-type: none"> ➤ Interview notes show that multiple questions were asked of the interviewee. ➤ Interview notes show that the student listened carefully to interviewee and recorded answers properly. ➤ Interview notes are organized and well-written. 	25	
Career Assessment <ul style="list-style-type: none"> ➤ Paper contains relevant information on every topic mentioned in the directions. ➤ Paper follows directions for length and format. ➤ Paper demonstrates the student's ability to gather information and to apply critical thinking skills. ➤ Paper demonstrates the student's ability to use correctly the conventions of standard written English. 	30	
Oral Presentation <ul style="list-style-type: none"> ➤ Presentation contains a summation of findings about the career field. ➤ Presentation contains student's personal feelings about the career field. ➤ Presentation is required length and shows control of speaking skills and conventions of standard English. 	25	

Total Points Earned for Exam _____

C-7:

Participating in events sponsored by community organizations interested in broadcast employment issues (FCC Menu #1/4).

- News Director, Victoria Spechko participated in the SCBA Job Fair, Columbia SC (4/13/10)
- Chief Engineer, Mark Olson gave speech to incoming freshman at Socastee HS highlighting Broadcast Engineering as career choice (9/3/09)
- Chief Meteorologist, Ed Piotrowski gave Senior Scholars Speech including Meteorology as a career option, Georgetown, SC (9/15/09)
- Chief Meteorologist, Ed Piotrowski gave career talk, including options in Broadcasting opportunities, at North Myrtle Beach HS, SC (11/12/09)
- Chief Meteorologist, Ed Piotrowski shared his experiences as a Meteorologist at Career Day, Myrtle Beach HS (11/17/09)
- Chief Meteorologist, Ed Piotrowski spoke of career opportunities in Weather and Broadcasting at Byrnes School, Myrtle Beach, SC (11/18/09)
- Evening News Anchor, Allyson Floyd was the keynote speakers for the Quill & Scroll induction at Carolina Forest High School, sharing an overview of career opportunities in the field of News & Broadcasting (5/12/10)



SOUTH CAROLINA BROADCASTERS ASSOCIATION

April 15, 2010

Ms. Victoria Spechko
WPDE-TV
1194 Atlantic Ave.
Conway, SC 29526

Dear Victoria:

Thank you so much for your station's participation in the SCBA Job Fair, April 13, 2010 in Columbia. This year's event was a great success due to the strong support from our member stations. Over 95 radio and television stations were represented and over 150 broadcasting students from all across the state actually attended.

The event provided students a unique and valuable opportunity to learn first hand about career options in the broadcasting industry in SC. By having your management, human resources and other hiring personnel on hand, students were able to receive counsel, submit their resumes, network and gain information about your station.

We hope the Job Fair was beneficial to your company's recruiting efforts and we appreciate your participation in supporting the next generation of SC broadcasters.

Sincerely,

Karen Nettles
Executive Assistant

Linda Revel

From: "Allyson Floyd" <allyson@wpde.com>
To: "Linda Revel" <lrevel@wpde.com>
Cc: "mark olson" <molson@wpde.com>
Sent: Tuesday, October 06, 2009 4:17 PM
Subject: Re: Quarterly reports
 Hi Linda...
 Here it is.. Let me know if you need anything else :-)
 Allyson

3rd Quarter 2009 Ascertainment for News Department JULY

04 Ed was in MI Boat Parade MI
 05 Ed Threw out first pitch at Ripken Experience MB
 06 Ed gave Hurricane Week Speech Myrtle Beach
 07 Ed gave Hurricane Week Speech NMB
 08 Ed gave Hurricane Week Speech Garden City
 09 Ed gave Hurricane Week Speech Pawley Island
 09 Allyson and Tim part of Horry County Hurricane Prep meeting in Conway
 10 Ed gave Hurricane Week Speech Conway
 11 Ed part of Autism Now fundraiser Surfside
 11 Ed and Tim were Chick Fil A Country Festival celebrity participants Conway
 12 Darren gave St Mary Missionary Baptist Church camp station tour
 18 Ed was Judge Womanless Beauty Pageant NMB
 21 Ed gave Hurricane Speech Carolina Forest
 23 Allyson, Rich, Mark part of End Zone Media Day at Freestyle Music Park Myrtle Beach
 23 Allyson at WPDE NewsChannel 15 blood drive in Conway
 25 Ed gave Grace Ministries Golf Tournament Pawleys Island

July 6-10 and July 21.. WPDE sponsored a series of meetings all along the coast and inland to provide residents with hurricane information for the season. Joined by emergency management officials from Horry and Georgetown Counties
 July 23.. WPDE sponsored blood drives in Myrtle Beach, Conway, and Florence

AUGUST

01 Ed in Hurricane Classic Golf Tournament Pawleys Island
 04 Ed gave Cub Scout Speech Conway
 08 Ed was Ignite MC Myrtle Beach
 08 Ed gave Hurricane Speech Books A Million NMB
 11 Ed gave Weather Speech NMB Aquatic and Fitness Center
 12 Ed gave American Red Cross Check presentation, speech MB
 13 Ed in MB Hospitality Assoc. Golf tournament Myrtle beach
 14 Allyson spoke at Lake City Rotary Club meeting
 22 Ed in Mark Sloan Golf tournament Conway
 22 Ed was MC Foundation Ball Little River
 22 Joel and Tim were part of Literacy Mystery Dinner Theater
 24 Allyson interview with Rivertalk show for HTC cable in Conway
 25 Ed gave First Baptist Church Mens group speech Georgetown
 26 Ed, Allyson, Rich and Tim celebrity servers for YMCA Carrabbas Fundraiser Myrtle Beach
 27 Ed in FSA Wildfire victim Golf tournament NMB
 29 Ed in Know your Score Fight Prostate cancer golf Tournament NMB
 29 Darren played in Optimist Golf tourney - Myrtlewood

SEPTEMBER

01 Ed was American Red Cross luncheon MC Surfside
 03 Mark gave speech to incoming freshman at Socastee High School
 04 Darren and Holly were Beach, Boogie BBQ Anything Goes food judge
 05 Ed in American Legion Golf Tournament Little River
 05 Ed, Allyson, Tim, Mola, Holly, Kristen, Darren in Beach, Boogie and BBQ booth Myrtle Beach

10/7/2009

- 08 Ed gave First Baptist BALL club speech Conway
- 09 Ed was Grand Strand Miracle League Opening night participant Myrtle Beach
- 11 Ed was MC 9/11 event at Dead Dog Saloon Murrells Inlet
- 12 Ed in Sues Hope Golf Tournament NMB
- 15 Ed gave Senior Scholars Speech Georgetown
- 16 Ed in Arnold's Pool golf tournament for the GSML Conway
- 17 Allyson at Bear Workshop in Carolina Forest
- 18 Holly appearance at United Way Food Drive
- 19 Ed part of Hugo Survivors Party Georgetown
- 21 Tim interview with Rivertalk show for HTC cable in Conway
- 22 Darren spoke to 6th graders (2 groups) at Forestbrook Middle School
- 26 Holly and Darren in Mullins Golden Leaf Festival parade
- 26 Ed was MC Gold Leaf Festival Dog Show Mullins
- 26 Allyson was emcee of fashion show for Celebration Pres Church in Myrtle Beach
- 26 Allyson was emcee of Brass Trio concert at 1st Methodist Church in Conway
- 30 Ed gave Savannah Grove Elem speech Florence
- 30 Ed gave Marlboro Academy speech Bennettsville

September 17.. WPDE sponsored a Bear workshop with the Department of Natural Resources to educate residents about bears in the area. Held in Carolina Forest.

— Original Message —

From: Linda Revel

To: Allyson Floyd

Sent: Monday, October 05, 2009 12:16 PM

Subject: Quarterly reports

Hey, Allyson,

I'm in this week to do the reports... I look forward to seeing you!

Linda

843.234.9733 x245

WPDE Newschannel 15

10/7/2009

Linda Revel

From: "Linda Revel" <lrevel@wpde.com>
To: <promo@wpde.com>
Sent: Thursday, January 07, 2010 9:04 AM
Subject: Fw: Quarterly Reports

4th Quarter 2009 Ascertainment**OCTOBER**

03 Ed emceed Cheerleading event at Socastee HS
 04 Ed was emcee Red Cross function at Risen Christ Lutheran Church in NMB
 05 Ed in Wounded Warrior Golf Tournament Murrells Inlet
 07 Ed gave St. James Middle School Speech Murrells Inlet
 07 Ed gave Conway Middle School Speech Conway
 08 Ed gave Conway Christian Speech Conway
 09 Ed gave Conway Elementary Speech Conway
 10.. Allyson emceed a Breast Cancer Awareness Style show in Myrtle Beach
 10.. Holly emceed the Beach Band Blast at Socastee High School
 10.. Darren and Ed at Heartwalk in Myrtle Beach
 10.. Darren was Chili Cookoff Judge in Horry County
 15... Ed gave Lester Elem. Speech Florence
 17 Ed was Walk for the Animals MC Myrtle Beach
 21 Ed gave Myrtle Beach Middle School Speech Myrtle Beach
 22 Ed was Cutie Pie Judge Myrtle Beach
 27 Ed at Taste of the Town Myrtle Beach
 28 Ed gave Brunson-Dargan Elem. speech Darlington
 29 Ed gave Royal Elem. speech Florence
 29... Allyson on media panel for Myrtle Beach Area Chamber of Commerce Annual Meeting

NOVEMBER

03 Ed gave Christian Academy speech Myrtle Beach
 06 Ed at Toys for Tots Kick off Myrtle Beach
 07 Ed was Broadway at the Beach Tree Lighting MC Myrtle Beach
 08 Ed was Miracle League Song Writers MC Socastee
 08 Ed at Autism Speaks fundraiser Myrtle Beach
 12 Ed gave Career Talk at NMBHS North Myrtle Beach
 17 Ed at MBHS Career Day Myrtle Beach
 18 Ed gave Byrnes Schools Speech Myrtle Beach
 18... Allyson, Tim, Ed, Kristen at WPDE Food and Clothing Drive in Little River and Florence
 20.. Ed gave Chabad School tours station Conway
 21... Allyson and Tim emceed Dancing with the Horry County Stars
 27 Ed was Market Common Tree Lighting MC Myrtle Beach
 28 Ed in Rolling Thunder Golf Tournament Little River

November 10-11th. Kristen did a two part special report on the top ten weather events in our area. It aired at 6pm Monday and Tuesday.

November 16-19th. Allyson did Four Part special report on Suicide called Suicide: There's Help and Hope. It looked at the incidence of suicide, the myths, the causes, and the toll it takes on families. It aired Monday at 11, Tuesday at 11, Wednesday at 11, and Thursday at 11.

DECEMBER

2... Allyson, Ed, Tim, Kristen, Darren, Holly at WPDE Krispy Kreme Toys for Tots Drive
 03 Ed gave Pawleys Island Rotary Speech
 5... Allyson, Mola, Joel, and Jennifer in Myrtle Beach Holiday Parade
 5... Tonya, Whitney, and Holly in Hartsville Christmas Parade
 5... Ed and Victoria in Georgetown Christmas Parade
 5... Joel in Marion Christmas Parade
 5... Darren and Kristen in Mullins Parade
 5... Ed and Darren in North Myrtle Beach Parade
 6... Ed and Vic in Murrells Inlet Parade
 6... Tonya and Johnny in Darlington Parade
 07 Ed was Tree lighting in Garden City MC Garden City
 08 Ed gave 1st Presbyterian Growing Tree tour of station Conway
 12... Allyson, Mola, Darren, Tim and Ed in Conway Parade

12... Allyson, Kristen, Tim, Whitney, Cam, Amanda, and Ed in Surfside Parade
16 Ed was Gordon Biersch Toys for Tots Luncheon MC Myrtle Beach
17... Allyson, Ed, Tim, and Holly at WPDE Blood Drive at Myrtle Beach, Conway, and Florence
19 Ed at Breakfast with Santa North Myrtle Beach
19... Holly and Johnny in Longs Parade
19... Allyson, Tim and Tonya in Florence Parade

----- Original Message -----

From: Linda Revel

To: Allyson Floyd

Sent: Tuesday, January 05, 2010 11:40 AM

Subject: Quarterly Reports

Happy New Year!

In this week to do quarterly reports. Just a friendly reminder.

Linda Revel
843-742-9805
WPDE Newschannel 15

Linda Revel

From: "Allyson Floyd" <allyson@wpde.com>
To: "Linda Revel" <lrevel@wpde.com>
Sent: Friday, April 02, 2010 11:39 PM
Subject: 1ST QUARTER ASCERTAINMENT

1st Quarter Ascertainment 2010 News Department

January 9 - Allyson, Holly, Darren in booth for Boat Show in Myrtle Beach
January 18th - Darren gave tour of station to Leadership Conway
January 19th - Darren at Haiti Relief drive
February 5 - Darren and Ed gave station tour
February 25 - Allyson, Ed, Tim, Kristen celebrity servers at Red Cross event in Myrtle Beach
February 26 - Allyson gave station tour to Conway Christian School 6th and 7th graders
February 26 - Darren, Allyson, Ed, Tim helped at 1001 Homes for Haiti at CCU
March 2 - Darren gave station tour for St. Andrews MB 1st graders
March 2 - Allyson gave station tour to homeschool group from Horry County
March 6 - Allyson, Ed, and Kristen at Princess Party for American Red Cross
March 9 - Allyson, Holly, and Tim celebrity servers for Florence County Disabilities Foundation BBQ in Scranton
March 11 - Darren gave station tour for Aynor Kindergarten
March 12 - Allyson emcee for Senior Life Expo in Florence
March 12 - Darren gave station tour for Aynor Kindergarten
March 13 - Allyson emcee for Senior Life Expo in Florence
March 16 - Allyson gave station tour to kindergarteners from St Pauls Episcopal Day School in Conway
March 25 - Allyson and Ed at lunch honoring military and law enforcement in Murrells Inlet
March 27 - Allyson and Tim presented ICE Award for MB Chamber

linda revel

From: "Allyson Floyd" <allyson@wpde.com>
To: "Linda Revel" <lrevel@wpde.com>
Sent: Saturday, July 03, 2010 12:13 AM
Subject: 2nd Quarter Ascertainment 2010 for News

APRIL 2010

02 Ed at Autism Kick off Event Murrells Inlet
07 Allyson, Darren, Holly helped with Home for Haiti at Coastal Carolina University
07 Ed was Horry County Special Olympics emcee in Socastee
07 Ed was NMB Optimist Club Speaker NMB
08 Darren was Science Fair judge at Forestbrook Middle in Horry County
08 Darren gave Aynor Elem. 2ND Grade Tour of station
10 Ed was Walk a Mile in Her Shoes MC Myrtle Beach
11 Ed threw out first pitch at Red Cross day at Pelicans Myrtle Beach
13 Victoria part of SCBA job fair in Columbia
15 Ed was Blood donors Appreciation lunch MC Myrtle Beach
17 Ed was Earth Day Celebration MC Myrtle Beach
17 Tim was emcee for Earth Day event at Market Common in Myrtle Beach
19 Ed was Trio Dinner Judge Myrtle Beach
20 Ed worked Chick Fil A Drive Thru for ARC Myrtle Beach
21 Ed, Allyson, Rich and Kristen Carrabbas Waiter for YMCA Myrtle Beach
23 Darren part of McDonalds Elementary Environmental Day.
24 Allyson, Victoria, Ed, Darren, Holly and Kristen part of Dragon Boat Race in Myrtle Beach
24 Graeme was emcee for March of Dimes walk in Conway
27 Ed worked Chick Fil A Drive Thru for American Cancer Society Myrtle Beach
29 Darren had student from Forestbrook Middle Job Shadow
29 Ed gave Conway Rotary Club speech
30 Allyson, Ed, Rich at Relay for Life in Myrtle Beach

MAY 2010

01 Ed in Blessing of the Inlet booth, Murrells Inlet
04 Ed was CASA Luncheon Speaker Myrtle Beach
05 Ed was Carolina Forest Elem Speaker Carolina Forest
06 Ed was National Day of Prayer Spaghetti Dinner Participant NMB
08 Ed and Kristen were in Autism Jamboree Dunking booth Conway
12 Allyson keynote speaker for Quill and Scroll induction at Carolina Forest High
13 Allyson emceed Disabilities Foundation Talent Show in Florence
13 Ed was Speaker Trinity Episcopal Church Myrtle Beach
13 Darren had student from Forestbrook Middle Job Shadow
14 Darren in Caravelle Cup Golf Tournament in Horry County
15 Darren in Caravelle Cup Golf Tourney in Horry County
15 Ed was Foxtrot Parade Grand Marshall Marion
16 Ed was Blue Crab Festival Booth - Little River
17 Rich, Ed, Allyson, Darren part of WPDE Sports Shootout Golf Tournament in Surfside Beach
18 Ed gave Tiger Cubs Tour Conway
21 Ed was Ocean Bays Middle Speaker Carolina Forest
22 Ed was Ground Zero Beach Band Blast MC - Myrtle Beach
23 Ed was Food Fight Gala MC - Myrtle Beach
26 Darren in Mullins Chamber Golf Tourney
26 Tim was panelist for Democratic gubernatorial debate in Myrtle Beach
29 Ed and Rich in Kingston Golf Classic Conway
29 Allyson, Tim, and Mola in Memorial Day parade in Myrtle Beach
31 Ed gave Memorial Day Speech at MB Convention Center

JUNE 2010

01 Ed was Pickle Ball Participant Myrtle Beach

7/6/2010

- 01 Ed gave Hurricane Preparedness Speech Myrtle Beach
- 02 Ed was Waccamaw ELEM. Awards MC Conway
- 03 Ed gave Pawleys Island Library SPEECH Pawleys Island
- 05 Darren in CFBLA Golf tournament- Man O'War. 1-7pm
- 05 Tim was emcee of Linking Hands for Life Living Donor Event in Myrtle Beach
- 05 Ed was in Coca Cola Jailbreak at Sun Fun Myrtle Beach
- 05 Joel was MC at the Cancer Survivors Day event in Myrtle Beach
- 07 Ed was MB Hurricane Expo Speaker
- 09 Ed part of Blood Drive Myrtle Beach
- 17 Ed in American Red Cross Wrap Up Event Myrtle Beach
- 24 Darren and Tracy gave studio tour for Horry and Georgetown County students in mentoring program
- 26 Graeme was judge at Myrtle Beach Fire House Cook off
- 26 Allyson at Riverfest in Conway

C-8

Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities (FCC Menu #12). Station lists job openings in job banks such as National Association of Broadcasters, South Carolina Broadcasters Association, and S.C. Employment Commission.

See Exhibit B

C-9

Training programming as to methods of ensuring equal opportunity and preventing discrimination (FCC Menu # 14).

- The station's engineering department conducts in-service training programs for its personnel, directors, & production staff to provide employees with skills needed to qualify for higher level vacancies. Chief Assistant Engineer regularly attends training programs outside station to keep up with technology advances
- Annual Managerial training reviews EEO guidelines for broad reach hiring & nondiscriminatory practices
- Navigating the FCC Equal Employment Opportunity Rules Webinar

Linda Revel

From: "Karen Nettles" <karen@scba.net>
To: "SCBA" <scba@scba.net>
Sent: Wednesday, May 05, 2010 3:53 PM
Attach: The Basics of the FCC EEO Rules.pdf
Subject: EEO Webcast Instructions

This is a reminder that you are registered for:

Navigating the FCC's Equal Employment Opportunity Rules Webinar
Presented by Brendan Holland, David Wright Tremaine LLP

Attached you will find the EEO Guide handout for the webcast.

The webcast will take place:

Tuesday, May 11 from 1:00-3:00 pm

To view the presentation, go to www.wmsu.org, and select the "Navigating the FCC's Equal Employment Opportunity Rules" listed on the home page. You do not need a login or password.

The webcast will be archived on this site, so you may go back and view the archived version on-demand. The archived webcast will be posted by Friday, May 14.

NOTE: The webcast is presented using Real Player, so we strongly suggest making sure you have Real Player on your computer and have tested it prior to the webcast. To download a free version of real player, go to www.wmsu.org/help/

IMPORTANT: Once you have downloaded Real Player, please test your system by selecting "Play" at this link. <http://www.wmsu.org/series.php?code=QUELLOMIE> You should be able to see and hear the test webcast. If not, please contact your network administrator, as they may need to adjust your station's firewall or other blockers.

To ask live questions during the event, you may email mab@wkar.org and your question will be given to the presenter.

For technical questions during the event, please call 1-800-898-9527.

Thank you!

Karen Nettles
Executive Assistant
SC Broadcasters Association
One Harbison Way, Suite 112
Columbia, SC 29212
(803) 732-1186, phone
(803) 732-4085, fax

5/7/2010

Judy Lung

From: <wpde1@att.blackberry.net>
To: "Judy Lung" <jlung@wpde.com>
Sent: Thursday, April 22, 2010 2:04 PM
Subject: Re: SCBA Presents FREE EEO Webcast

I agree!

Sent via BlackBerry by AT&T

From: "Judy Lung" <jlung@wpde.com>
Date: Thu, 22 Apr 2010 12:00:18 -0400
To: <WLhuggins@wpde.com>
Subject: Fw: SCBA Presents FREE EEO Webcast

This might be good for Linda Revel to be part of.

----- Original Message -----

From: Karen Nettles

To: SCBA

Sent: Thursday, April 22, 2010 11:55 AM

Subject: SCBA Presents FREE EEO Webcast

FREE EEO WEBCAST
Navigating the FCC's Equal Employment Opportunity Rules
May 11, 2010 from 1:00-3:00 pm

SCBA along with several other state broadcast associations is hosting a FREE EEO webcast, "Navigating the FCC's Equal Employment Opportunity Rules," with Brendan Holland of Davis, Wright, Tremaine on Tuesday, May 11 from 1:00-3:00 pm. To register, reply to this email. The registration deadline is Friday, May 7.

ABOUT THE SEMINAR

The FCC's current Equal Employment Opportunity rules have been in place for nearly seven years, but now is not the time for broadcasters to coast on auto-pilot. With recent EEO audits announced and with the next broadcast station license renewal cycle just around the corner in 2011, stations need to make sure that they are familiar with the FCC's EEO rules and are taking all the steps necessary to ensure that they stay out of trouble. EEO continues to be a hot issue for the FCC, and one that draws many fines from the Commission, both at license renewal time and in connection with the ongoing random EEO audits that the FCC conducts several times a year.

With the changes in ownership, personnel, and hiring efforts that inevitably occur at stations over time, it is important that station owners, managers, and hiring personnel are on top of the FCC's rules. This session will provide a primer on the FCC's Equal Employment Opportunity rules, including the outreach required for the opening of jobs at the stations, the non-vacancy related activities that stations should be engaging in, and the recordkeeping requirements to make sure you keep all the necessary documents to support what the station did. The goal of

the session is to refresh your understanding of the rules, provide insight into the FCC's enforcement and guidance in the past few years, and highlight some common pitfalls.

ABOUT THE SPEAKER

Brendan Holland is a communications attorney with the law firm of Davis Wright Tremaine LLP in Washington, DC. He has been involved with broadcast stations and the broadcasting industry for over a decade. His practice primarily involves the representation of television and radio broadcasters before the Federal Communications Commission and encompasses all aspects of FCC regulatory practice, including rule making proceedings, licensing issues, auctions, transfers, and hearings and adjudications. He regularly counsels stations regarding compliance with the FCC's indecency, DTV, EEO, sponsorship identification, payola, and children's television programming rules, among many others. Mr. Holland represents broadcast clients before the FCC with respect to spectrum auctions, contested mergers, digital television transition issues, and radio and television licensing matters. In addition, Mr. Holland has also represented clients before the Commission with respect to wireless services, unlicensed devices, and broadband over powerline systems. Mr. Holland is also a contributor to DWT's BroadcastLawBlog.com, which chronicles issues relevant to the broadcast industry, including FCC actions, copyright issues, and industry news.

Karen Nettles

Executive Assistant
SC Broadcasters Association
One Harbison Way, Suite 112
Columbia, SC 29212
(803) 732-1186, phone
(803) 732-4085, fax

C-10

Station Tours Aimed at Career Development (FCC Menu #16).

- Chief Meteorologist, Ed Piotrowski gave Chabad School station tour (11/20/09)
- Meteorologist Darren Stack gave station tour to Leadership Conway (1/18/10)
- Weather team, Darren Stack & Ed Piotrowski gave station tour (2/5/10)
- Evening Anchor, Allyson Floyd gave station tour to Conway Christian School 7th & 8th Graders (2/26/10)
- Evening Anchor, Allyson Floyd gave station tour to homeschool group from Horry County (3/2/10)
- Meteorologist Darren Stack & Executive Producer Tracy Vreeland gave a studio tour to students from the Georgetown & Horry County Mentoring Program (6/24/10)

*All tours include overview of the various facets of News & Weather production as career choices

Linda Revel

From: "Allyson Floyd" <allyson@wpde.com>
 To: "Linda Revel" <lrevel@wpde.com>
 Cc: "mark olson" <molson@wpde.com>
 Sent: Tuesday, October 06, 2009 4:17 PM
 Subject: Re: Quarterly reports

Hi Linda...

Here it is.. Let me know if you need anything else :-)
 Allyson

3rd Quarter 2009 Ascertainment for News Department JULY

04 Ed was in MI Boat Parade MI
 05 Ed Threw out first pitch at Ripken Experience MB
 06 Ed gave Hurricane Week Speech Myrtle Beach
 07 Ed gave Hurricane Week Speech NMB
 08 Ed gave Hurricane Week Speech Garden City
 09 Ed gave Hurricane Week Speech Pawley Island
 09 Allyson and Tim part of Horry County Hurricane Prep meeting in Conway
 10 Ed gave Hurricane Week Speech Conway
 11 Ed part of Autism Now fundraiser Surfside
 11 Ed and Tim were Chick Fil A Country Festival celebrity participants Conway
 12 Darren gave St Mary Missionary Baptist Church camp station tour
 18 Ed was Judge Womanless Beauty Pageant NMB
 21 Ed gave Hurricane Speech Carolina Forest
 23 Allyson, Rich, Mark part of End Zone Media Day at Freestyle Music Park Myrtle Beach
 23 Allyson at WPDE NewsChannel 15 blood drive in Conway
 25 Ed gave Grace Ministries Golf Tournament Pawleys Island

July 6-10 and July 21.. WPDE sponsored a series of meetings all along the coast and inland to provide residents with hurricane information for the season. Joined by emergency management officials from Horry and Georgetown Counties
 July 23.. WPDE sponsored blood drives in Myrtle Beach, Conway, and Florence

AUGUST

01 Ed in Hurricane Classic Golf Tournament Pawleys Island
 04 Ed gave Cub Scout Speech Conway
 08 Ed was Ignite MC Myrtle Beach
 08 Ed gave Hurricane Speech Books A Million NMB
 11 Ed gave Weather Speech NMB Aquatic and Fitness Center
 12 Ed gave American Red Cross Check presentation, speech MB
 13 Ed in MB Hospitality Assoc. Golf tournament Myrtle beach
 14 Allyson spoke at Lake City Rotary Club meeting
 22 Ed in Mark Sloan Golf tournament Conway
 22 Ed was MC Foundation Ball Little River
 22 Joel and Tim were part of Literacy Mystery Dinner Theater
 24 Allyson interview with Rivertalk show for HTC cable in Conway
 25 Ed gave First Baptist Church Mens group speech Georgetown
 26 Ed, Allyson, Rich and Tim celebrity servers for YMCA Carrabbas Fundraiser Myrtle Beach
 27 Ed in FSA Wildfire victim Golf tournament NMB
 29 Ed in Know your Score Fight Prostate cancer golf Tournament NMB
 29 Darren played in Optimist Golf tourney - Myrtlewood

SEPTEMBER

01 Ed was American Red Cross luncheon MC Surfside
 03 Mark gave speech to incoming freshman at Socastee High School
 04 Darren and Holly were Beach, Boogie BBQ Anything Goes food judge
 05 Ed in American Legion Golf Tournament Little River
 05 Ed, Allyson, Tim, Mola, Holly, Kristen, Darren in Beach, Boogie and BBQ booth Myrtle Beach

10/7/2009

08 Ed gave First Baptist BALL club speech Conway
09 Ed was Grand Strand Miracle League Opening night participant Myrtle Beach
11 Ed was MC 9/11 event at Dead Dog Saloon Murrells Inlet
12 Ed in Sues Hope Golf Tournament NMB
15 Ed gave Senior Scholars Speech Georgetown
16 Ed in Arnold's Pool golf tournament for the GSML Conway
17 Allyson at Bear Workshop in Carolina Forest
18 Holly appearance at United Way Food Drive
19 Ed part of Hugo Survivors Party Georgetown
21 Tim interview with Rivertalk show for HTC cable in Conway
22 Darren spoke to 6th graders (2 groups) at Forestbrook Middle School
26 Holly and Darren in Mullins Golden Leaf Festival parade
26 Ed was MC Gold Leaf Festival Dog Show Mullins
26 Allyson was emcee of fashion show for Celebration Pres Church in Myrtle Beach
26 Allyson was emcee of Brass Trio concert at 1st Methodist Church in Conway
30 Ed gave Savannah Grove Elem speech Florence
30 Ed gave Marlboro Academy speech Bennettsville

September 17.. WPDE sponsored a Bear workshop with the Department of Natural Resources to educate residents about bears in the area. Held in Carolina Forest.

----- Original Message -----

From: Linda Revel

To: Allyson Floyd

Sent: Monday, October 05, 2009 12:16 PM

Subject: Quarterly reports

Hey, Allyson,

I'm in this week to do the reports... I look forward to seeing you!

Linda

843.234.9733 x245

WPDE Newschannel 15

10/7/2009

Linda Revel

From: "Linda Revel" <lrevel@wpde.com>
To: <promo@wpde.com>
Sent: Thursday, January 07, 2010 9:04 AM
Subject: Fw: Quarterly Reports
4th Quarter 2009 Ascertainment

OCTOBER

03 Ed emceed Cheerleading event at Socastee HS
 04 Ed was emcee Red Cross function at Risen Christ Lutheran Church in NMB
 05 Ed in Wounded Warrior Golf Tournament Murrells Inlet
 07 Ed gave St. James Middle School Speech Murrells Inlet
 07 Ed gave Conway Middle School Speech Conway
 08 Ed gave Conway Christian Speech Conway
 09 Ed gave Conway Elementary Speech Conway
 10.. Allyson emceed a Breast Cancer Awareness Style show in Myrtle Beach
 10.. Holly emceed the Beach Band Blast at Socastee High School
 10.. Darren and Ed at Heartwalk in Myrtle Beach
 10.. Darren was Chili Cookoff Judge in Horry County
 15... Ed gave Lester Elem. Speech Florence
 17 Ed was Walk for the Animals MC Myrtle Beach
 21 Ed gave Myrtle Beach Middle School Speech Myrtle Beach
 22 Ed was Cutie Pie Judge Myrtle Beach
 27 Ed at Taste of the Town Myrtle Beach
 28 Ed gave Brunson-Dargan Elem.speech Darlington
 29 Ed gave Royal Elem. speech Florence
 29... Allyson on media panel for Myrtle Beach Area Chamber of Commerce Annual Meeting

NOVEMBER

03 Ed gave Christian Academy speech Myrtle Beach
 06 Ed at Toys for Tots Kick off Myrtle Beach
 07 Ed was Broadway at the Beach Tree Lighting MC Myrtle Beach
 08 Ed was Miracle League Song Writers MC Socastee
 08 Ed at Autism Speaks fundraiser Myrtle Beach
 12 Ed gave Career Talk at NMBHS North Myrtle Beach
 17 Ed at MBHS Career Day Myrtle Beach
 18 Ed gave Byrnes Schools Speech Myrtle Beach
 18... Allyson, Tim, Ed, Kristen at WPDE Food and Clothing Drive in Little River and Florence
 20.. Ed gave Chabad School tours station Conway
 21... Allyson and Tim emceed Dancing with the Horry County Stars
 27 Ed was Market Common Tree Lighting MC Myrtle Beach
 28 Ed in Rolling Thunder Golf Tournament Little River

November 10-11th. Kristen did a two part special report on the top ten weather events in our area. It aired at 6pm Monday and Tuesday.

November 16-19th. Allyson did Four Part special report on Suicide called Suicide: There's Help and Hope. It looked at the incidence of suicide, the myths, the causes, and the toll it takes on families. It aired Monday at 11, Tuesday at 11, Wednesday at 11, and Thursday at 11.

DECEMBER

2... Allyson, Ed, Tim, Kristen, Darren, Holly at WPDE Krispy Kreme Toys for Tots Drive
 03 Ed gave Pawleys Island Rotary Speech
 5... Allyson, Mola, Joel, and Jennifer in Myrtle Beach Holiday Parade
 5... Tonya, Whitney, and Holly in Hartsville Christmas Parade
 5... Ed and Victoria in Georgetown Christmas Parade
 5... Joel in Marion Christmas Parade
 5... Darren and Kristen in Mullins Parade
 5... Ed and Darren in North Myrtle Beach Parade
 6... Ed and Vic in Murrells Inlet Parade
 6... Tonya and Johnny in Darlington Parade
 07 Ed was Tree lighting in Garden City MC Garden City
 08 Ed gave 1st Presbyterian Growing Tree tour of station Conway
 12... Allyson, Mola, Darren, Tim and Ed in Conway Parade

12... Allyson, Kristen, Tim, Whitney, Cam, Amanda, and Ed in Surfside Parade
16 Ed was Gordon Biersch Toys for Tots Luncheon MC Myrtle Beach
17... Allyson, Ed, Tim, and Holly at WPDE Blood Drive at Myrtle Beach, Conway, and Florence
19 Ed at Breakfast with Santa North Myrtle Beach
19... Holly and Johnny in Longs Parade
19... Allyson, Tim and Tonya in Florence Parade

— Original Message —

From: [Linda Revel](#)

To: [Allyson Floyd](#)

Sent: Tuesday, January 05, 2010 11:40 AM

Subject: Quarterly Reports

Happy New Year!

In this week to do quarterly reports. Just a friendly reminder.

Linda Revel
843-742-9805
WPDE Newschannel 15

Linda Revel

From: "Allyson Floyd" <allyson@wpde.com>

To: "Linda Revel" <lrevel@wpde.com>

Sent: Friday, April 02, 2010 11:39 PM

Subject: 1ST QUARTER ASCERTAINMENT

1st Quarter Ascertainment 2010 News Department

January 9 - Allyson, Holly, Darren in booth for Boat Show in Myrtle Beach

January 18th - Darren gave tour of station to Leadership Conway

January 19th - Darren at Haiti Relief drive

February 5 - Darren and Ed gave station tour

February 25 - Allyson, Ed, Tim, Kristen celebrity servers at Red Cross event in Myrtle Beach

February 26 - Allyson gave station tour to Conway Christian School 6th and 7th graders

February 26 - Darren, Allyson, Ed, Tim helped at 1001 Homes for Haiti at CCU

March 2 - Darren gave station tour for St. Andrews MB 1st graders

March 2 - Allyson gave station tour to homeschool group from Horry County

March 6 - Allyson, Ed, and Kristen at Princess Party for American Red Cross

March 9 - Allyson, Holly, and Tim celebrity servers for Florence County Disabilities Foundation BBQ in Scranton

March 11 - Darren gave station tour for Aynor Kindergarten

March 12 - Allyson emcee for Senior Life Expo in Florence

March 12 - Darren gave station tour for Aynor Kindergarten

March 13 - Allyson emcee for Senior Life Expo in Florence

March 16 - Allyson gave station tour to kindergarteners from St Pauls Episcopal Day School in Conway

March 25 - Allyson and Ed at lunch honoring military and law enforcement in Murrells Inlet

March 27 - Allyson and Tim presented ICE Award for MB Chamber

4/5/2010

linda revel

From: "Allyson Floyd" <allyson@wpde.com>
To: "Linda Revel" <lrevel@wpde.com>
Sent: Saturday, July 03, 2010 12:13 AM
Subject: 2nd Quarter Ascertainment 2010 for News

APRIL 2010

02 Ed at Autism Kick off Event Murrells Inlet
07 Allyson, Darren, Holly helped with Home for Haiti at Coastal Carolina University
07 Ed was Horry County Special Olympics emcee in Socastee
07 Ed was NMB Optimist Club Speaker NMB
08 Darren was Science Fair judge at Forestbrook Middle in Horry County
08 Darren gave Aynor Elem. 2ND Grade Tour of station
10 Ed was Walk a Mile in Her Shoes MC Myrtle Beach
11 Ed threw out first pitch at Red Cross day at Pelicans Myrtle Beach
13 Victoria part of SCBA job fair in Columbia
15 Ed was Blood donors Appreciation lunch MC Myrtle Beach
17 Ed was Earth Day Celebration MC Myrtle Beach
17 Tim was emcee for Earth Day event at Market Common in Myrtle Beach
19 Ed was Trio Dinner Judge Myrtle Beach
20 Ed worked Chick Fil A Drive Thru for ARC Myrtle Beach
21 Ed, Allyson, Rich and Kristen Carrabbas Waiter for YMCA Myrtle Beach
23 Darren part of McDonalds Elementary Environmental Day.
24 Allyson, Victoria, Ed, Darren, Holly and Kristen part of Dragon Boat Race in Myrtle Beach
24 Graeme was emcee for March of Dimes walk in Conway
27 Ed worked Chick Fil A Drive Thru for American Cancer Society Myrtle Beach
29 Darren had student from Forestbrook Middle Job Shadow
29 Ed gave Conway Rotary Club speech
30 Allyson, Ed, Rich at Relay for Life in Myrtle Beach

MAY 2010

01 Ed in BLessing of the Inlet booth, Murrells Inlet
04 Ed was CASA Luncheon Speaker Myrtle Beach
05 Ed was Carolina Forest Elem Speaker Carolina Forest
06 Ed was National Day of Prayer Spaghetti Dinner Participant NMB
08 Ed and Kristen were in Autism Jamboree Dunking booth Conway
12 Allyson keynote speaker for Quill and Scroll induction at Carolina Forest High
13 Allyson emceed Disabilities Foundation Talent Show in Florence
13 Ed was Speaker Trinity Episcopal Church Myrtle Beach
13 Darren had student from Forestbrook Middle Job Shadow
14 Darren in Caravelle Cup Golf Tournament in Horry County
15 Darren in Caravelle Cup Golf Tourney in Horry County
15 Ed was Foxtrot Parade Grand Marshall Marion
16 Ed was Blue Crab Festival Booth - Little River
17 Rich, Ed, Allyson, Darren part of WPDE Sports Shootout Golf Tournament in Surfside Beach
18 Ed gave Tiger Cubs Tour Conway
21 Ed was Ocean Bays Middle Speaker Carolina Forest
22 Ed was Ground Zero Beach Band Blast MC - Myrtle Beach
23 Ed was Food Fight Gala MC - Myrtle Beach
26 Darren in Mullins Chamber Golf Tourney
26 Tim was panelist for Democratic gubernatorial debate in Myrtle Beach
29 Ed and Rich in Kingston Golf Classic Conway
29 Allyson, Tim, and Mola in Memorial Day parade in Myrtle Beach
31 Ed gave Memorial Day Speech at MB Convention Center

JUNE 2010

01 Ed was Pickle Ball Participant Myrtle Beach

7/6/2010

- 01 Ed gave Hurricane Preparedness Speech Myrtle Beach
- 02 Ed was Waccamaw Elem. Awards MC Conway
- 03 Ed gave Pawleys Island Library Speech Pawleys Island
- 05 Darren in CFBLA Golf tournament- Man O'War. 1-7pm
- 05 Tim was emcee of Linking Hands for Life Living Donor Event in Myrtle Beach
- 05 Ed was in Coca Cola Jailbreak at Sun Fun Myrtle Beach
- 05 Joel was MC at the Cancer Survivors Day event in Myrtle Beach
- 07 Ed was MB Hurricane Expo Speaker
- 09 Ed part of Blood Drive Myrtle Beach
- 17 Ed in American Red Cross Wrap Up Event Myrtle Beach
- 24 Darren and Tracy gave studio tour for Horry and Georgetown County students in mentoring program
- 26 Graeme was judge at Myrtle Beach Fire House Cook off
- 26 Allyson at Riverfest in Conway